



## Waste Reduction Report

Prepared for the 2010 Pebble Beach Food and Wine

For the second year in a row, Pebble Beach Food and Wine continues to set the green standard for epicurean events. A commitment was made to collect food compost at each of the venues, thousands of corks were collected and they have created a Zero Waste Team who spearheads the recycling and food waste education in all five kitchens.



***2010 Pebble Beach Food and Wine achieved a 55.5% diversion rate, an increase of 4.5% over***

***last year.***

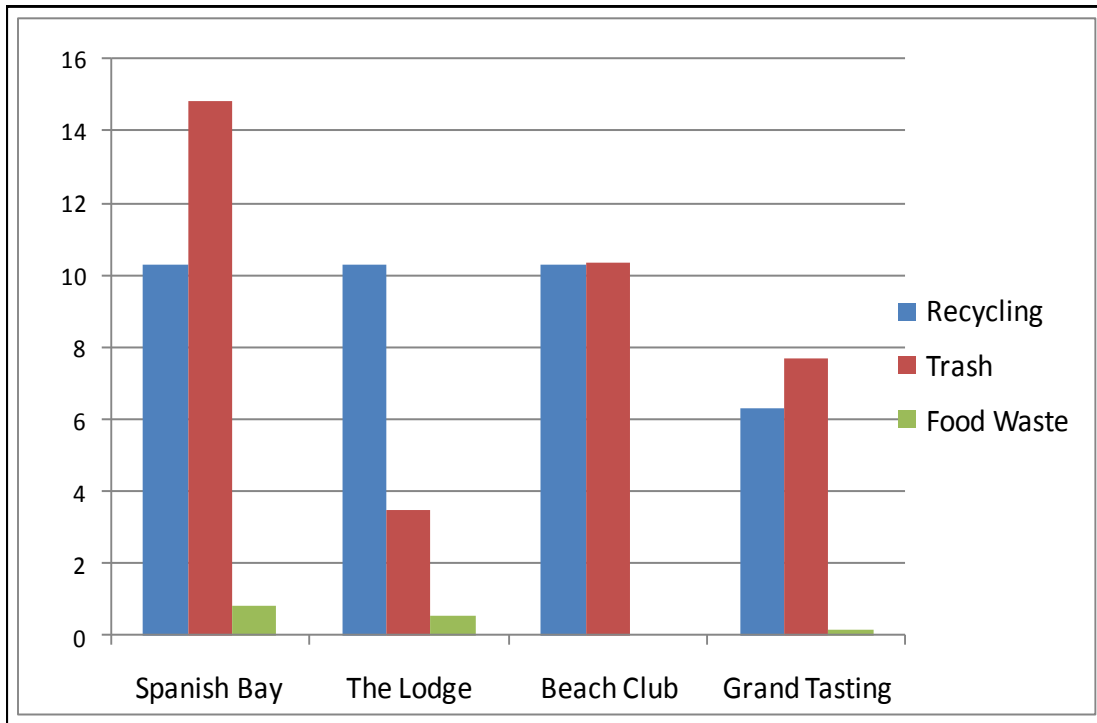


One of the ways that the event works toward increasing diversion is to build education in the kitchens. With hundreds of chefs preparing precision meals, not many are paying attention to recycling or putting food scraps in the proper container. This has led the event to create a Zero Waste Team of volunteers who monitor the trash bins, making sure recyclables and food scraps are properly placed.

***All food scraps collected get turned into compost and sold to the local agricultural community.***

In addition, Pebble Beach Food and Wine strategically set out cork collection containers throughout the wine tasting and kitchen areas.

***An estimated 3,400 corks were collected and will be recycled .***



Pebble Beach Food and Wine will work with Pebble Beach Company to coordinate an even more successful effort in 2011. These numbers identify which venues to target with increased education. Food waste is clearly the one area to target for increased diversion.

***Food Waste makes up 30% of the landfill***

***Pebble Beach Food and Wine recycled an estimated 17 tons of glass, saving enough sand to fill the backs of 16 pick up trucks.***

***67 cork floor tiles will be created from the recycled wine corks.***



These numbers were supplied by Waste Management and Pebble Beach Company.