

# Kitschens Inc.

Represents 5-6 restaurants in Asbury Park area.

## Actions:

- Purchase Sustainable Meat, Fish, Produce
- Started Farmers Market in community 3 years ago – buy all produce that is left at the end of the day.
- Community / School Gardens
- Filter their water
- Waste – Recycle, Use biodegradable straws, bags, offer to go containers  
Switched to single stream at one restaurant and saved a lot of money



## Marketing: Have very loyal customers!

- Weekly e-newsletter, advertise in Edible Jersey
- Recently created their own “green” logo to identify sustainable options on their menu.
- Thursday nights – Farm to Table night.
- Cooking Demonstrations.

## Employees: Need to educate employees

Staff applications ask employees about their environmental ethic / knowledge.

[www.kitschens.com](http://www.kitschens.com)