



# RISING ROLL™

**gourmet café**

## GREEN EFFORTS

At Rising Roll Gourmet®, we believe in providing the highest quality food and service while serving as stewards of our surrounding community and environment. That means interfacing with members of the communities we serve while integrating eco practices when possible into our daily operations.

We continue to look for ways to be more eco-friendly in order to positively impact the areas in which we operate. We are currently reaching out to our distributors to research alternatives that will help us improve our green practices while focusing on franchisee profitability.

Our mission is to become more eco-informed and make strategic decision that will positively impact the environment, our communities and our franchisees.

### **Delivery Vehicles**

Rising Roll Gourmet went from a standard Chevy Cargo Van to the Chevy HHR, which improved gas mileage by almost 100%. In addition, the Chevy HHR is less expensive, resulting in a lower delivery vehicle investment cost for our franchisees.

### **XLERATOR® Hand Dryers**

New Rising Roll Gourmet franchisees have installed energy efficient high speed Xlerator® Hand Dryers, which use 80% less energy and offer a 95% savings over paper towels.

### **Programmable Thermostats**

New Rising Roll Gourmet franchisees have installed programmable thermostats to maintain proper temperature levels without the requirement of employee management, saving energy.

### **Fluorescent Light Bulbs**

Many Rising Roll Gourmet locations are using fluorescent light bulbs to reduce energy usage and to save on lighting costs.

### **Cardboard Boats**

Rising Roll Gourmet has switched from disposable heavy cardboard boats to high-end black reusable trays with sandwich wrap paper to serve our in-store dining customers. Rising Roll Gourmet franchisees have saved money while using less paper products, and provided an enhanced product presentation for our customer.

### **Reusable Material**

When ever possible, we prefer to use existing design elements within the build-out of our new restaurants. Our new downtown Atlanta franchisees saved a brick wall (with some brick reported to be as old as 100 years) instead of removing the brick and installing a sheet rock material. This saved sheet rock and paint, and the brick enhanced the look and character of this Rising Roll Gourmet restaurant.