



REFERENCE CASE: HORECA



SUBWAY is the world’s biggest restaurant chain, with over 40,900 restaurants. Subway’s restaurants are run by franchisees, and the biggest franchisee in Sweden, Unisub AB, has now chosen to use a more environmentally-friendly alternative for its waste management – Longopac®.

Subway restaurants are striving to reduce their environmental footprint and create a positive influence in the local community through their activities.

“Using Longopac® is definitely a step in the right direction,” says Unisub’s CEO Stefan Jägerbring, and adds that lifting of heavy rubbish bags has been dramatically reduced and replacement of bin liners is now much more ergonomic.

“Another positive is that by using Longopac® we can now also offer customers a bottle return facility, which makes things easier for our employees and has a positive environmental impact.”

Annica Person, who is restaurant manager at Subway Väla Centrum, thinks it’s great no longer having to clean the plastic bins that were previously used:

“We now save time due to less cleaning and also replacement of the waste bags being quicker. This time can now be devoted to our customers instead,” she says.

“For me, as CEO, it gives a feeling of assurance knowing that we are using a waste system that benefits our staff and frees up more time to devote to our customers.”

Stefan Jägerbring, CEO Unisub AB

SUBWAY

Subway, the biggest global restaurant chain, with over 40,900 restaurants throughout the world, serves fresh subs and salads using guaranteed freshly-baked bread and lots of vegetables. Subway currently has 128 restaurants in Sweden, but its goal is to become Sweden’s biggest restaurant chain, with 240 restaurants.

Subway restaurants serve tasty and nutritious food, and strive to reduce their environmental footprint and create a positive influence in the local community through their activities. Subway restaurants have begun a process aimed at making their activities as environmentally friendly and socially responsible as possible.

Unisub AB is Subway’s biggest franchisee in Sweden and currently operates ten Subway restaurants.

