

GREEN RESTAURANT ASSOCIATION



MISSION

Green the Foodservice Industry

Why Become a Certified Green Restaurant®?



Save Money

To operate green is to save money on energy, water, and waste. A restaurant chain achieved \$2,000-\$8,000 in savings per restaurant with a GRA-designed recycling and composting program.



Expand Customer Base

79% of consumers report that they would prefer dining at Certified Green Restaurants®.



Boost Employee Loyalty

78% of employees are more excited to work at a Certified Green Restaurant®. One restaurant found 50% of its employees worked there because of its certification.



Enhance Media Presence

Certified Green Restaurants® get press from outlets such as NBC Nightly News, Fox News, NPR, The Washington Post, and The New York Times.



Stay Ahead of Legislation

From recycling mandates to polystyrene foam bans, hundreds of laws across the country affect restaurants. GRA Sustainability Consultants proactively help you stay ahead of legislation changes.

We have closed over \$100,000 of additional business in the past three months because of our eco-friendly certified practices.

Windows Catering Company
Certified Green Caterer™



CONTACT US TODAY

(617) 737-4422

www.dinegreen.com/tra

outreach@dinegreen.com

5 STEPS TO CERTIFICATION

01

Assess

The GRA gathers data via invoices, reports, & a digital/onsite walkthrough on all the steps that meet one of the GRA's Certification Standards across 7 environmental categories including energy, water, waste, disposables, chemicals, food, & building.

02

Strategize

If your restaurant needs additional steps to reach certification, the GRA will make recommendations based upon financial savings, ease of implementation, & environmental impact.

03

Implement

The GRA will provide you with all the details of the necessary solutions, including the vendors. Most of the time, the GRA is able to provide the solutions within your current set of vendors.

04

Certify

The GRA will verify all the environmental steps. Once your restaurant meets the certification requirements at one of four certification levels, you become a Certified Green Restaurant®.


05

Communicate

The GRA's communications specialist will provide you with social media posts, press releases, & other marketing tools. The GRA will help you educate your staff & customers about the environmental steps you've implemented.





AT A GLANCE

-  International Non-Profit founded in 1990
-  Helping food service operations go green for more than 35 years
-  Largest database of green solutions for the restaurant industry
-  Science-based standards built from the ground up
-  Thousands of media stories including CNN, NBC, NPR, Wall Street Journal, and Time Magazine



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