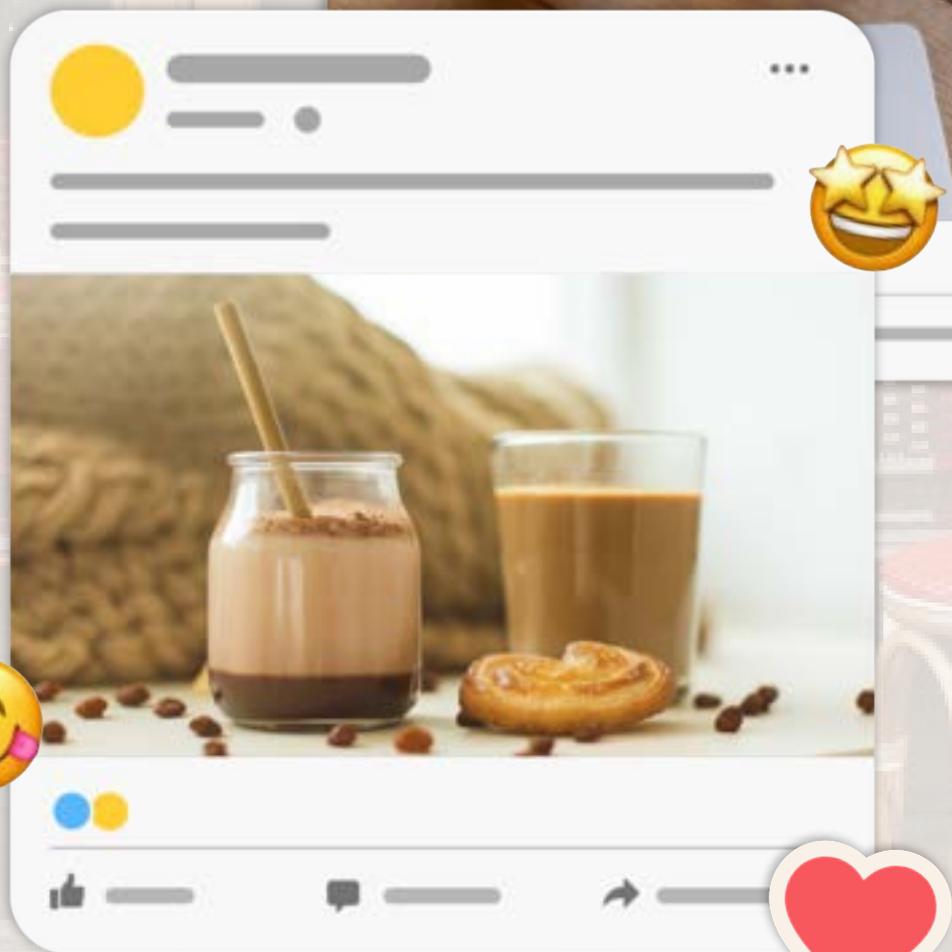


# Sustainability or Lost Customers?

The New Reality  
for Restaurants.



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# About This White Paper

This white paper aims to support **the food and foodservice industry** in advancing its sustainability transformation. It focuses on key decision-making areas, including :

- Gen Z Sustainability Preferences
- Social Influence in the Restaurant Industry
- Low-Carbon Tableware as a Brand Story Driver

## Socialized Dining Choices



- Gen Z Social Media Trends..... 4  
Brand Extension | Consumer Connection | User Convenience
- Rethinking Everyday Items..... 7



## Sustainable Strategies

- New Tableware Solutions..... 9  
Sustainability Story | Operational Efficiency | Life Cycle Assessment

# What Key Insights You Will Gain

- Sustainability now shapes brand identity and choice.
- Social culture is redefining restaurant brand influence.
- Sustainable serving elements are core to brand storytelling.

## Three Immediate Actions You Should Take !



### 1. Re-evaluate All Brand Experience Touchpoints

Assess every item—tableware, tabletop details to determine whether it reinforces your sustainability narrative.

### 2. Embed Sustainable Elements Into Highly Shareable Moments

Consumers naturally photograph beverages, table settings, and serving items.

Brands should intentionally design visually cohesive, camera-friendly, sustainable elements that boost organic exposure.

### 3. Adopt Verifiably Sustainable, Low-Carbon Materials

Choose products that are low-carbon, PFAS-free, food-waste-disposable, and consistency-enhancing.



**Sustainability isn't a cost—it's the foundation for staying competitive. Those who invest in real sustainability now will outperform the market over the next 3–5 years.**

# Operational excellence is the key to sustainable brand growth and longevity !

In an era of rapidly shifting consumer expectations, taste alone is no longer the deciding factor in dining choices.

A strong brand identity built on sustainability has become essential for navigating rising operating costs and intensifying market competition.

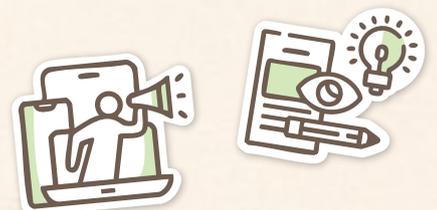
As prices adjust to reflect higher costs, restaurants must deliver not only quality cuisine but also an enhanced environmental experience and a credible sustainability ethos to maintain consumer trust and loyalty.

According to KDP' s State of Beverages report,

Gen Z  
consumers  
46%

are willing to pay a premium for products that reflect strong design and brand values, underscoring the importance of both form and meaning.

Thoughtful design and attention to detail not only elevate brand perception but also encourage social sharing and deepen consumer affinity.



# Socialized Dining Choices



- Gen Z Social Media Trends ..... 4
  - Extending Brand Value ..... 4
  - Deepening Customer Connection ..... 5
  - Customer Convenience ..... 6
- Rethinking Everyday Items ..... 7

# Building a Brand Narrative Through Green Transformation

Embedding sustainability into a restaurant's DNA builds brand differentiation and strengthens consumer trust.

Market research shows that over 70% of consumers are willing to pay a **10–20% premium** for sustainable products, underscoring sustainability as a core driver of both quality perception and brand value.



According to data from the UK's Attest "Gen Z Food Trends" and the DoorDash 2025 Restaurant Online Ordering Trends Report, **Gen Z\* consumers** view dining as an expression of their values, placing strong emphasis on **sustainability**, ethical sourcing, and reducing food and packaging waste:



70%



84%



83%



87%

Restaurant brands should move beyond passive policy compliance and instead shape their sustainability narrative through action and storytelling. By implementing plastic reduction, green procurement, and low-carbon operations, every choice can become part of the brand's sustainability story, strengthening consumer recognition and trust.



\* Generation Z: those born from 1997 to the present

# Building Brand Narratives and Expanding Social Influence

Gen Z consumers view dining as a ritual of self-expression — a way to showcase their values and lifestyle choices.

When restaurants integrate brand-aligned sustainable elements into the dining experience, consumers are more likely to share their experiences organically on social media. This not only strengthens **brand-consumer connection and affinity**, but also amplifies the **brand's social influence and visibility**.



- communicating brand sustainability stories
- using eco-friendly tableware
- offering low-carbon dining options

According to the DoorDash 2025 Restaurant Online Ordering Trends Report, Gen Z's social media habits are reshaping the restaurant industry.

Top apps for discovering new restaurants :



Gen Z trust in social media influencers' restaurant reviews :



A sustainable dining experience not only supports corporate carbon goals but also builds deeper connections with consumers, allowing them to experience brand consistency and reinforcing long-term brand resilience.

# Convenience vs. Sustainability : Are They Really in Conflict?

Balancing Convenience and Sustainability Remains a Key Challenge for the Restaurant Industry.

As global plastic bans continue to expand, restaurants are increasingly replacing single-use plastics with bio-based and paper materials, while promoting reusable and circular tableware systems.

According to the U.S. Environmental Protection Agency (2024) :



**72%**

of consumers consider  
**convenience**

a key factor in dining choices.

**68%**

are willing to use

**low-carbon or biodegradable**

single-use tableware.



Rather than viewing single-use as waste, the focus should be on the **environmental impact of materials and production.**

By choosing certified sustainable products, restaurants can achieve both convenience and carbon reduction benefits without compromising quality.

Therefore, sustainability strategies should shift toward **selecting the right types of single-use products**, focusing on material sustainability and process management to balance customer experience with environmental responsibility—building a more resilient and future-ready restaurant model.



# Where Can Restaurants Reduce Carbon Emissions Next?

Many foodservice brands have begun tracking their GHG emissions and adopting measures like green materials, LED lighting, and water savings. Yet these efforts are reaching their limits—**so where can the next meaningful reductions come from?**

For example, Brand C, a global coffee chain with more than 800 stores worldwide, sells roughly **30 million beverages annually**, most of which require straws. By switching to Grass Straws, the brand can unlock additional sustainability and business benefits, such as:

Per Nature Straws only

**4.4 g**

CO<sub>2</sub> emissions

Provides

**468 MT**

negative carbon benefit



Reduction

**1.3 MT**

plastic waste



# Lepironia articulata



Perennial  
aquatic species

Typically reaches  
2-3 meters in height

## | Plant Characteristics

- **Hollow**, silica-rich stems with distinct nodes
- **Naturally water-resistant**, decay-resistant, and flexible
- Without the use of pesticides, herbicides, or insecticides

## | Distribution

Commonly found across **tropical and subtropical regions**, especially in Southeast Asia.

## | Sustainability Benefits

- Each plant can **sequester around 20 grams of carbon**
- Cultivation fields host twice the biodiversity of rice paddies



## Single-Use, Yet Truly Sustainable!

The Lepironia Grass Straw is made from the natural stems of native plants, without any chemical additives. It preserves the plant's inherent water resistance and flexibility, offering a pure and authentic sustainable solution.



# Brand consistency in dining detail

Gen Z consumers show greater willingness to pay for sustainable products. As prices adjust to reflect real costs, brands must enhance the dining experience and express authentic values to meet expectations—using social media to deepen engagement and strengthen brand influence.

- **Durable** : Lasts 8+ hours in hot or cold drinks.
- **Certified Safe** : Free from PFAS, heavy metals, pesticides.
- **Sparks photos, shares, and viral social buzz.**

## Single-use Convenience

Eliminates cleaning and hygiene concerns

## Brand Interaction

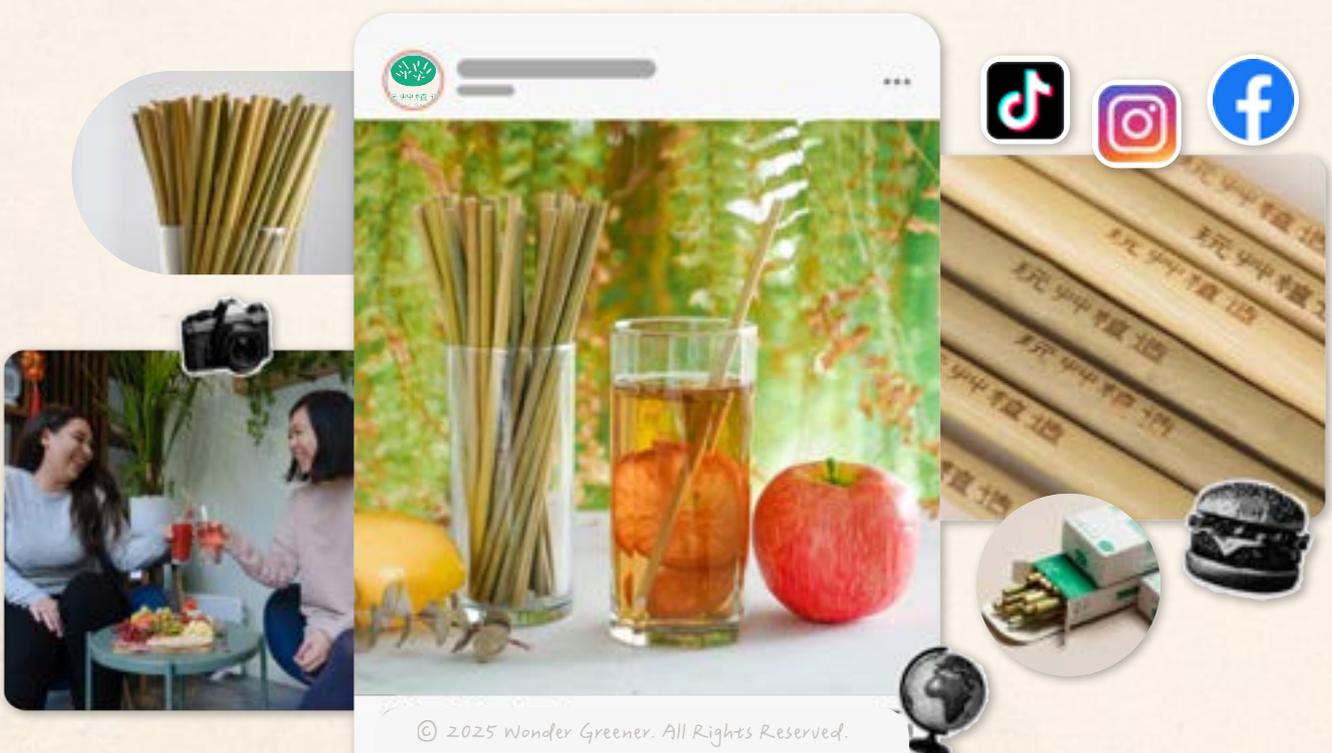
Sparks social engagement and discussion

## Custom Laser Engraving

Showcase your brand logo on each straw

## Unique Texture

Enhances brand distinction and dining experience



# Sustainability Storytelling That Brings Meaning to Dining Brands



Consumer choices are no longer driven solely by food — they increasingly reflect personal values. A compelling brand story has become a key reason diners stay loyal, allowing a restaurant's value and quality to be fully expressed.

Rather than waiting passively for customers to share their experience, **brands can create subtle, intentional moments that naturally appear on camera.**

Even a small detail can signal thoughtful design, allowing brand elements to surface consistently throughout the dining experience—strengthening recognition and reinforcing brand identity.



*From Thoughtful Details to Expanding Brand Value*

# We are Wonder Greener !

## The world's most sustainable straw

Our journey began with Lepironia grass—a natural, renewable material that embodies our commitment to sustainability. We continue to explore, collaborate, and innovate with like-minded partners across industries, believing that even the smallest utensil — the straw — can play a vital role in healing the planet with every use and choice.

Reusability is not the only path to sustainability. True environmental responsibility lies in materials and processes that are carbon-free and harmless to nature. The Grass Straw, made entirely from plant-based stems, represents the purest form of sustainable action—a single-use product that leaves no trace behind.



Make every choice ✦  
regenerate our planet.





Bar



Coffee Shop



Fast Food Chain



Daily Use

Canada  
United States

United Kingdom  
Germany  
France

Vietnam  
Singapore  
Australia

South Korea  
Japan  
Taiwan  
Hong Kong

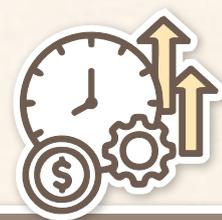
## Effortless Disposal, Naturally

After use, Grass Straws can be disposed of together with food waste, requiring no additional sorting.

Like fallen leaves, they naturally decompose into water and nutrients in the soil, reducing both waste-handling time and operational workload for restaurant staff.



Optimize Waste Management



Enhance Operational Efficiency

# The Lowest-Carbon Straw !

Lepironia is a perennial plant with natural carbon-sequestration capacity, and its production involves only a few processing steps—while still ensuring thorough cleaning and internal tube flushing. As a result, Grass Straws generate significantly lower emissions across every stage of their life cycle.

Beyond their carbon benefits, Grass Straws also serve as an effective medium for **communicating a brand's sustainability story and values.**



## | Carbon Comparison of Common Straws

- PLA Straws : 17g
- Paper Straws : 13g
- **Lepironia Grass Straws : 4.4g**



→ and provides 15.6g negative carbon benefit

\* calculated using median average values only.



\* This calculation is proprietary to Wonder Greener.

# Fair Farming, Youth Empowered



As the global farming population ages, abandoned farmland continues to increase worldwide. Many farmers have given up cultivation due to the difficulty of annual planting and maintenance.

Unlike conventional crops, Lepironia is a **perennial plant** that requires only one planting but allows for multiple harvests.



**Ensure stable yields and income**



Reduce the labor burden  
for elderly farmers



Encourage young people  
to return to agriculture

We are committed to purchasing Lepironia from farmers at prices higher than rice, supporting fair income and sustainable rural development.

Wonder Greener operates under a vertically integrated model, managing its own farms and processing facilities.

- **Transparent product traceability**
- **Stable and low-carbon supply**
- **Reliable and trusted quality**





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Sustainability isn't  
complete without you!

| Restaurant Industry Series

- Efficient and Low-Impact Operations Guide
- Green Supply Chain Blueprint
- Building High-Trust Sustainable Brands



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