

Hi, we're

MugShare



How does MugShare work?

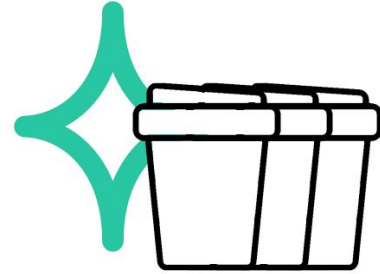


1

buy a drink and ask for
a reusable MugShare mug!
pay a \$2 deposit

enjoy your drink,
to stay or to go!

2



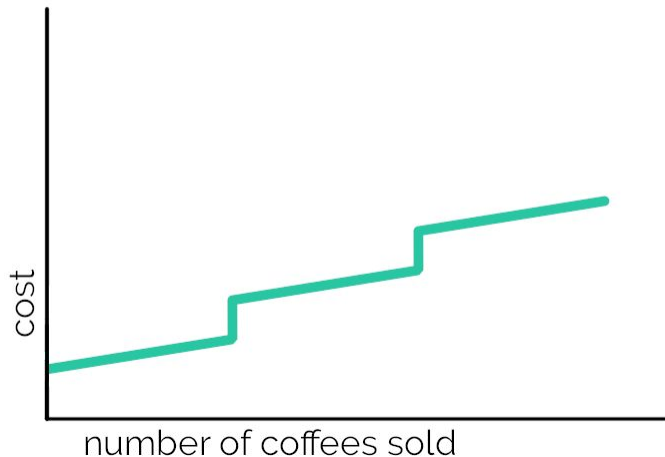
3

return your mug at any
MugShare location, and
get your \$2 deposit back!

Why should I join?

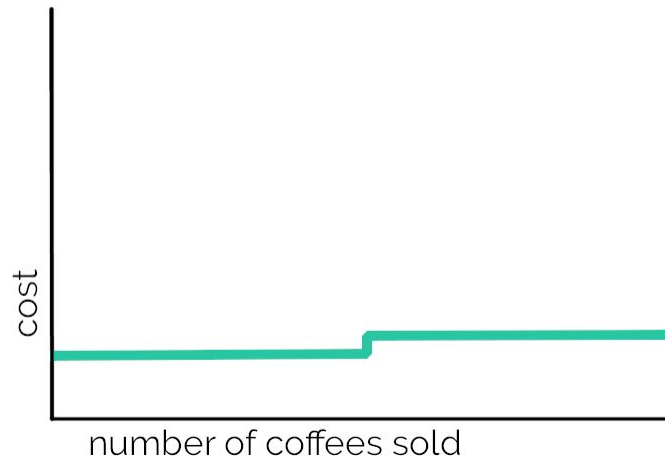
Your costs

with disposable coffee cups



- Disposable cups mean every order comes with a cost
- Cups are depleted and must be ordered, which incurs extra costs

with MugShare



Why?

- MugShare cups only require an initial cost—you're actually earning that back by selling a mug with each order
- ROI: 20 MugShare sales saves \$2 in \$0.10 disposable mug costs—imagine that at scale!

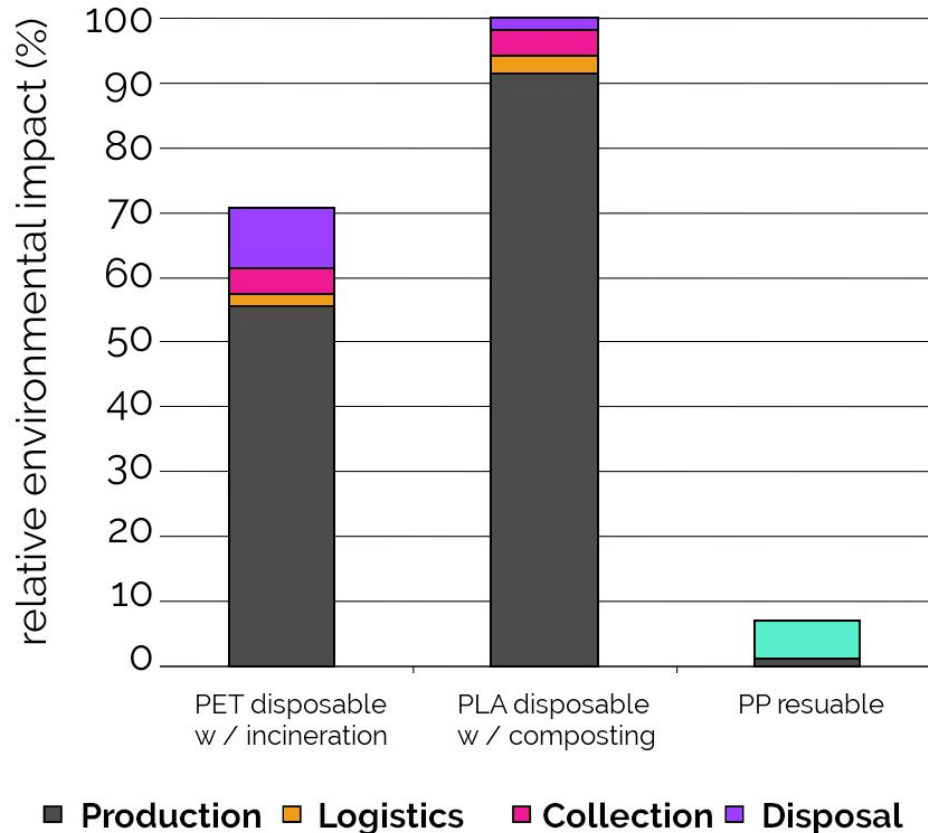
Why should I join?

Vancouver throws away 2.2 million coffee cups a week—



—that's 300,000 a day, and 114 million cups a year.

Why should I join?



The environmental impact throughout the lifecycle of a reusable mug is **89%** lower than that of a disposable plastic mug, and **92%** lower than that of a compostable mug.

Why should I join?

The **City of Vancouver's** **Single Use Policy**

is aiming to reduce disposable cup waste—a mugshare program is a highly favoured alternative.

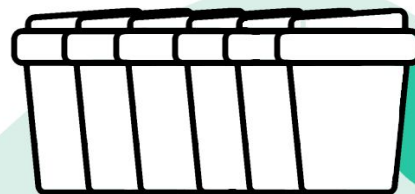


89% of customers believe that brands should take a stand on social issues. This includes environmental initiatives.

How does MugShare work for me?



We sell you the mugs at \$2 a piece. There's no other cost to participate! You can buy as many mugs as you think you'll need.



Wash the mugs as they are returned, and then they're good to go! (Don't worry—they go in the dishwasher).



You buy and sell the mugs from customers as they use them. They work like their own currency!

Keep track of your daily inventory—we'll sell you more if you need them, or buy them back if you have too many!



How does MugShare work for me?

The details:

- Mugs are sold/returned to customers for \$2. This can be done through a separate cash box or the POS system. Based on our pilot trial, we highly recommend using a POS system.
- You're in charge of tracking your inventory. We recommend using two buttons in your POS system to track mug sales/returns to help keep an eye on things and make sure your cash flow matches the number of mugs you have.
- We don't accept damaged mugs or mugs without lids. It is your responsibility to make sure your baristas don't accept them from customers as returns.
- If you are high or low on inventory, we will facilitate the trade between you and another cafe. The transaction will be invoiced and paid on a monthly basis.
- We provide signage and promotion—including exposure to over 4,200 followers across Facebook and Instagram.

Interested? We hope so!

Contact us at mugshareubc@gmail.com.

Happy sipping!

