

TRANSFORMING THE BIN EXPERIENCE AND POSITIVELY IMPACTING YOUR OPERATIONS

Closing the overall guest loop by creating a memorable experience at the recycling bin while improving your operations by saving resources and time.

OSCAR[®]



Gamification to reduce food waste



Every guest throws away waste during the day – for many it happens multiple times. Currently, this experience lacks any form of technology and utilizes simple approaches that do not engage users. These daily moments are an opportunity to transform the bin experience into something memorable. Recovering valuable materials like food waste in the front of house environment is achievable when including technology that gamifies the experience. Based on this experience, a facility-wide roll-out has the potential to yield annual savings of approximately \$15k-\$35k in waste costs and \$30k-\$55k in operational time savings.

Reduce Food Waste	Revenue Insights	Resource and Time Savings	Sustainable Operations
Measure food waste to improve reduction in the front of house	Computer vision captures brand and category data, giving visibility to consumer preferences	Reduce the use of bags and the time needed to empty the bins	Improve waste diversion and recovering more valuable materials from the landfill

	Industry Insights
Recycling Accuracy status quo is 40% or less - using technology like Oscar 81%+ is achieved	
Procurement has a valuable role to play in improving the bin experience, streamlining packaging choices, and an opportunity to reduce GHG emissions	
Rewards are the #1 way to positively improve on waste behavior. They can take the form of BOGO for dine-in offerings - driving further revenue to Aramark	

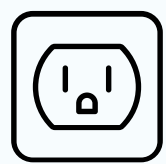
Works best when....

- 1 placed in high traffic areas within facilities that generate the most waste are the ideal location for optimal results. Examples include cafeterias, lobbies, entranceways, and populated office floors
- 2 multiple units in one facility increase the waste sample size, yielding insights to optimize resource use, reduce time, and save operation costs
- 3 maximizing waste diversion and revenue, the Oscar experience must involve continuous input from Aramark, the end client, and remain current and accurate

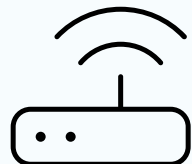


For internal use only - reach out to the Emerge team for more information

Requirements



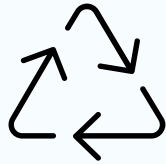
Power outlet (1 standard plug per unit)



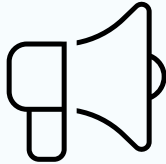
Network Connectivity (wifi, ethernet, or cellular) connectivity required



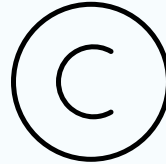
4-6 weeks lead time*



Images & Measurements of existing recycling bins on-site



Marketing and communications plan for launch (collaboration with Intuitive)



Brand guidelines and logos

*timing may vary depending on the time it takes to clarify sizing specifications

Features



Engaging Real-Time Feedback



Waste Data & Analytics



Customized Interface



Evolving Gamification



ESG Tracking & Reporting



Revenue Insights

Pricing



INITIAL COSTS

\$3300 Oscar Sort unit (Year 1 only)
\$800* shipping and install



RECURRING COSTS

\$3,000/year Oscar software (Year 1+)
\$1,000/year Oscar analytics (Year 1+)

*may vary based on geographic location

Business Insights

144% increase to napkin accuracy

Adding engagement features (good job and grouchy) lead to positive impact for this top item within 12 months at Drew University

2,700+ lbs of recovered materials*

Foster sustainable operations by recovering compost and recycling materials to reduce CO2 emissions

*as of April 2023 across all Aramark USA accounts

81% recycling accuracy achieved

Actionable impact reporting with a history of positive results – creating a foundation for value-add stories and content for support in account retention

92% increase to recycling accuracy

JPMC achieved in 5 months using Oscar data, operational changes, and improved instructions

Recognition for Retention

Videos for AT&T, Univ. of Kentucky, Univ. of Calgary, and Seneca College highlight the success of using Aramark as a partner aiding in retention

500,000+ people engaged

Transforming this daily action into a memorable bin experience closing the guest loop

Gamified and memorable experience

Coupled with rewards-driving revenue to dine-in offerings – leads to an average of \$2,000 in revenue per Oscar

\$2,000 * 4 Oscar per site * 500 Aramark USA clients = \$4M opportunity



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