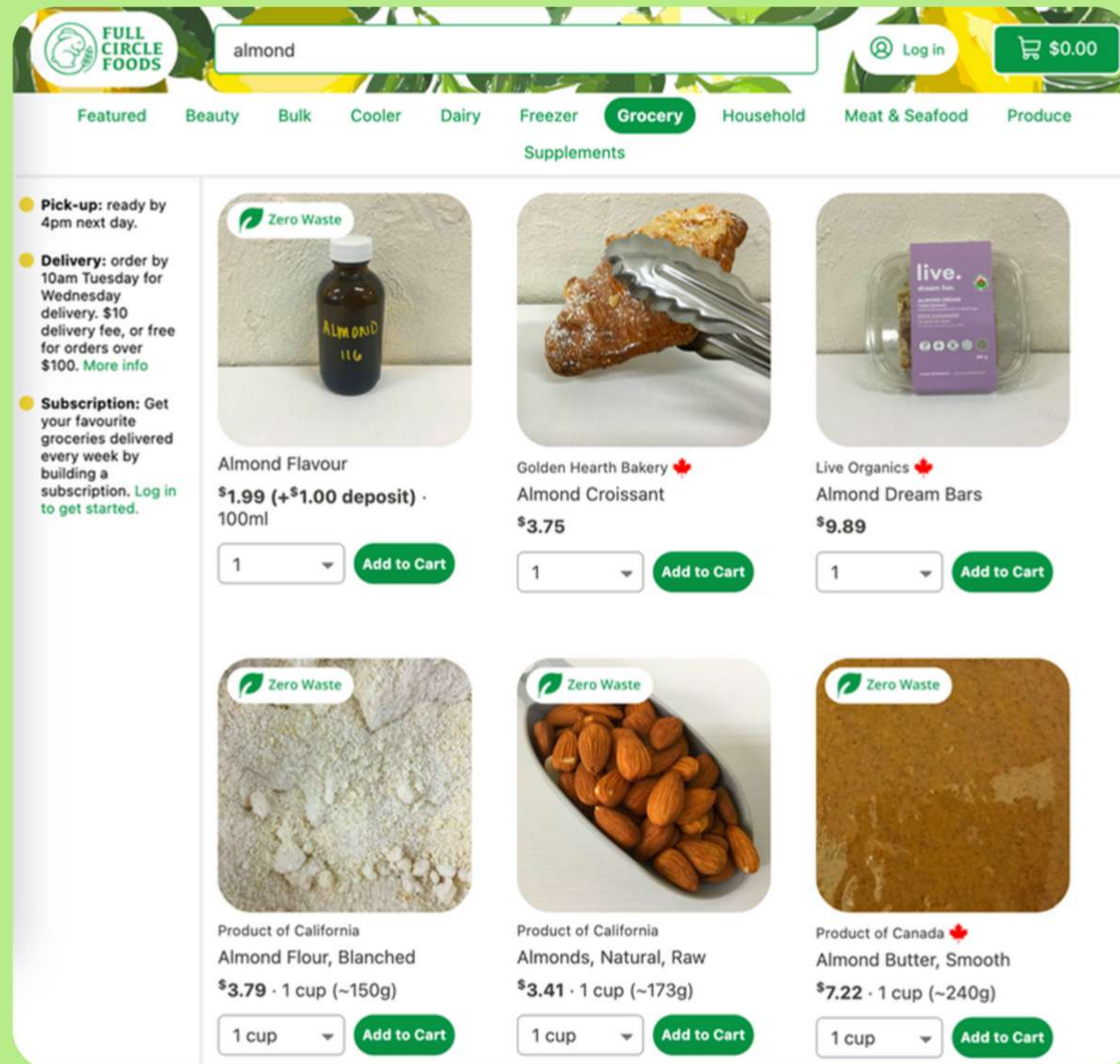


Full Circle Foods

Zero-waste + local groceries in
downtown Kitchener



First Impressions

44 years in
downtown
Kitchener



ORANGE - DATE MUFFINS

- 1 whole orange (See note)
- 1/2 cup orange juice
- 1/2 cup chopped dates*
- 2 large eggs*
- 2 TBS oil*
- 1/2 cup sugar
- 1 tsp pure vanilla*
- 1 cup soft whole wheat flour*
- 1/2 cup all-purpose flour*
- 1 tsp baking soda*
- pinch of ground cloves*

INSTRUCTIONS:

NOTE: Do not use a whole orange unless it is organic. Modern oranges do not have edible peels. Just juice the orange and use the pulp and juice. Otherwise, cut the orange in 4 and remove the seeds. Toss into the food processor with the orange juice and whirl until finely chopped. Add the dates, eggs, vanilla, oil and sugar and pulse until the dates are chopped. In a mixing bowl, stir together the dry ingredients. Pour in the contents of the food processor and stir until just mixed.

Bake at 375 F. for 20-25 mins. Makes 8.

P.S. Dennis liked these so well that he made a huge batch for his wedding cake. (Eileen had a chocolate cake, of course.)

P.S. our 9th Birthday Sale starts NOV 12th

IT'S FALL!

HERMAN/GROGAN, Dennis and Eileen are very happy to announce the arrival of a big, beautiful boy. Devin Grogan Herman arrived April 10, at 10:43 p.m. and weighed 11 lb. 8 oz. Thanks to Drs. Taylor and Halmo. Thanks also to John and the staff and customers of Full Circle for their support and best wishes. Devin was born at home with the expert care of midwives Elsie Cressman, Maggie Fiorivanti and Royce. Thank you Elsie for a wonderful birth.

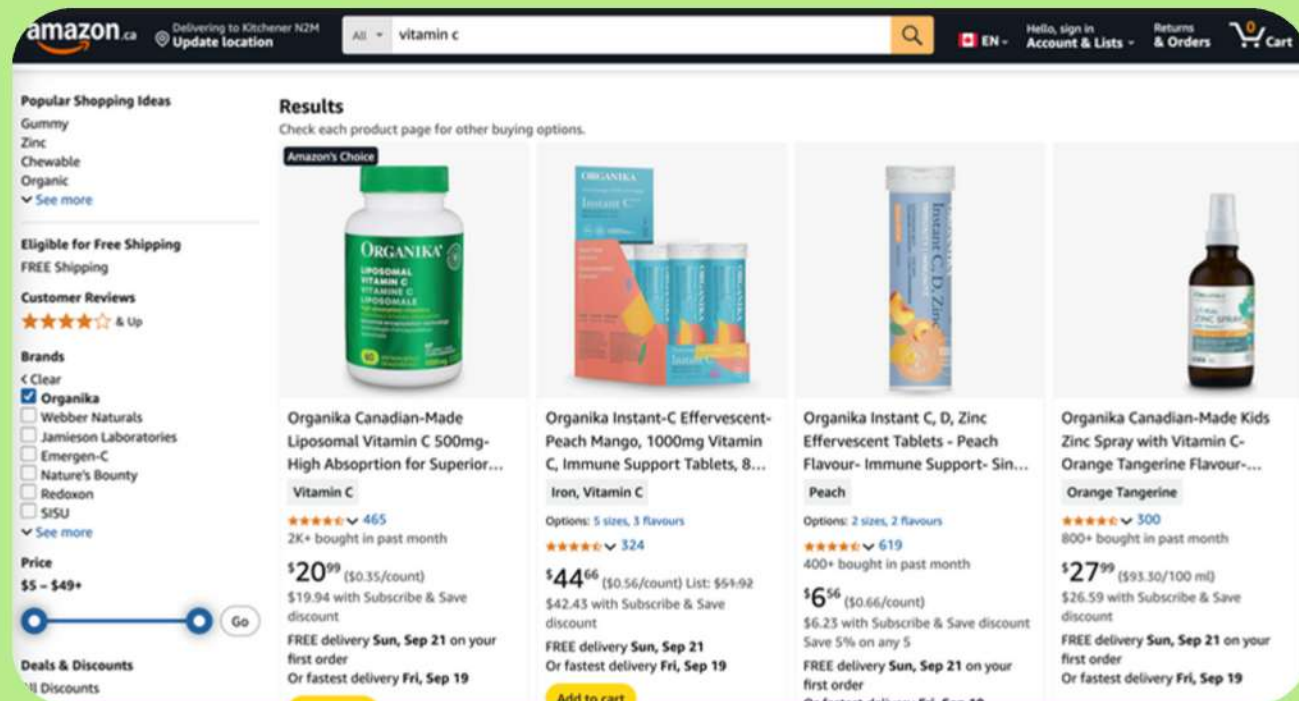
346 King St W. Kit.
744-5331

FULL CIRCLE FOODS

NEWSLETTER NO 26
OCTOBER 1990



Natural goes mainstream



**Advantages of
being small +
local**



- **Personal relationships, trust, and service**
- **Zero waste throughout the supply chain**
- **First to market for new local products**
- **Unique + ethical delivery model**
- **High effort creates loyalty**
- **Part of a neighbourhood ecosystem**



Zero-waste deliveries



11 SUSTAINABLE CITIES AND COMMUNITIES

Target

11.6

By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management

**Help us grow zero-waste shopping
from 30k to 50k items per year**

**Identify types/groups of customers
based on shopping habits: who are
our zero-waste champions?**

**Do delivery vs. in-store
customers have different habits?**



Your Challenge

**What zero-waste products
should we recommend based
on current shopping cart?**

**What product categories
need more selection of
zero-waste options?**

The Data

2 months of sales data
4,639 transactions
17,572 line items

JSON / Excel

| Product ID | Product Description | Category | Subcategory | Zero-waste? | Transaction ID |
|------------|---|----------|--------------------|-------------|----------------|
| 5uqCF | Classic Hummus, Waste Free | Cooler | Hummus | zero-waste | 3e320 |
| fk9US | Carbolic Soap | Beauty | Skin Care | | 9915a |
| UX6E2 | Shea Butter Soap | Beauty | Skin Care | | 9915a |
| wE8DO | Olive Oil Soap | Beauty | Skin Care | | 9915a |
| qLqFw | Gluten Free Pie Shell - 2 Pack | Freezer | Frozen Dinners | | 9915a |
| yQiEp | Yogurt, Grass-Fed (Organic) | Dairy | Yogurt & Kefir | zero-waste | 9d8a5 |
| nNPrJ | Unsweetened Coconut Yogurt | Cooler | Vegan Dairy | | 9d8a5 |
| Xvdcn | Oats, Large Flake (Organic) | Bulk | Oats | zero-waste | 9d8a5 |
| X9yGs | Oat Creamer, Unsweetened | Cooler | Vegan Milk | | 9d8a5 |
| VjiV5 | Almonds, Natural Sliced | Bulk | Nuts | zero-waste | 9d8a5 |
| oFF9L | Walnut, Pieces | Bulk | Nuts | zero-waste | 9d8a5 |
| vPQoD | Sunflower Seeds, Hulled Roasted No Salt | Bulk | Seeds | zero-waste | 9d8a5 |
| S8XTl | Sesame Seeds, Natural (Organic) | Bulk | Seeds | zero-waste | 9d8a5 |
| ctIOS | Sugar, Cane (Organic) | Bulk | Sugar & Sweeteners | zero-waste | 9d8a5 |
| E5cJv | Peanuts, Blanched Roasted & Salted | Bulk | Nuts | zero-waste | 9d8a5 |



<https://fullcirclefoods.ca/experience-ventures-hackathon-dataset-download>