



# BACARDÍ.

PRESENTS

# THE LAST STRAW



**Wildberry Mojito**  
 BACARDI SUPERIOR, MINT,  
 AND PLENTY OF FRESH  
 FRUIT MAKE THIS MOJITO  
 A WILDLY DELICIOUS TAKE  
 ON THE CLASSIC MOJITO

**Cucumber M  
 Lemonade**  
 SMOOTH GREY GO  
 CRISP LEMONAD  
 A REFRESHING  
 CUCM

So where's the straw?

Over 175 billion plastic straws find their way into the trash each year.

is HMSHost®, along with other leading brands, is doing our part to reduce the amount of plastic straws used.

You can help too! Simply choose a reusable straw or no straw at all.

To join the conversation, visit #NoStraws on social media.

It may seem like a small change, but it can make a big difference.

## HMSHost Earth Month #NoStraws/The Last Straw/plastic straw elimination

### ACI-NA EXCELLENCE IN AIRPORT CONCESSIONS AWARDS

#### BEST GREEN CONCESSION PRACTICE OR CONCEPT



**AIRPORTS COUNCIL INTERNATIONAL**



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As part of its 2018 Earth Month initiative, HMSHost launched “The Last Straw” campaign in partnership with Bacardi® and Grey Goose® in nearly 400 HMSHost airport restaurants, promoting a healthier environment by omitting single-use plastic straws from two signature mixed drinks .

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**Cucumber Mint Lemonade**  
SMOOTH GREY GOOSE & CRISP LEMONADE WITH A REFRESHING KICK OF CUCUMBER & MINT

— — So where's the Straw? — —

Over 175 billion plastic straws find their way into our landfills and oceans, every year. **That's a lot of plastic.** The “Last Straw” is **HMSHost®**, along with **Bacardi®** and **Grey Goose®** doing our part to reduce the use of plastic drinking straws. *You can help too! Simply order your next drink with, “No Straw, Please”.* *To join the conversation on social media, use the hashtag #NoStraws* It may seem small, but by working together, we can make a difference.

**#NOSTRAWS**

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This effort took place throughout April, covering Earth Month, and continued to May 10, extending the impact. The elimination of straws in the promotion was prelude to a later HMSHost announcement, a pledge to eliminate all plastic straw use across its vast and complex network of operations by 2020. In conjunction with The Last Straw campaign, HMSHost also directed all operations to permanently eliminate use of plastic cocktail stirrers. HMSHost used 100 million plastic straws in North America in 2017. That figure was drastically cut with The Last Straw in 2018.

### HMSHost Will Eliminate Plastic Straws by 2020

*North American airport and travel venue restaurateur to end plastic straw use*

BETHESDA, MD — Your favorite North American airport restaurants and travel venues are eliminating plastic straws thanks to global restaurateur HMSHost. The company operates award-winning casual and quick-service dining locations at airports and motorways across North America. Approximately 100 million straws were used at HMSHost North American locations last year, but that will soon end. HMSHost announced the elimination of its plastic straw use by 2020.

"At HMSHost, we believe that each of us can start somewhere to make our world a better place. Today, I'm proud to further our commitment as good corporate citizens with the elimination of plastic straws by 2020," said HMSHost President and CEO Steve Johnson. "Our position in this industry allows us to lead in the areas of sustainability and environmental protection. I encourage our industry peers to join us in this vital step to have a lasting impact for future generations."

Americans use an average of 500 million drinking straws daily and more than 175 billion straws find their way into landfills and oceans every year. To meet our objective of ending plastic straw use, HMSHost will work with its expansive portfolio of restaurant brands to reduce waste and find sustainable, innovative alternatives.

HMSHost has already made strides in this sustainability area. Earlier this year, HMSHost began eliminating plastic cocktail stirrers in nearly all casual dining locations. HMSHost created two straw-free signature cocktails to raise awareness and further fuel the conversation on social media about the environmental impact of plastic straws and other single-use plastics, using the hashtag #NoStraws.

A complete list of HMSHost-operated locations in North America is available on the [HMSHost location finder map](#).





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Since most airports are committed to sustainability and to delivering an exceptional customer experience to travelers through campaigns that people can get behind, it was important to deliver a creative activation to airport partners to highlight its alignment in committing to a strawless movement to improve the environment



**HAVE YOU HEARD?**

HMSHost pledges to eliminate plastic straw use in North America by 2020

Airport restaurateur HMSHost to eliminate plastic straws

**HMSHost to Eliminate Plastic Straws by 2020**

HMSHost and American Airlines Join the Movement to Eliminate Plastic Straws



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**HMSHost plans to ditch plastic straws by 2020**

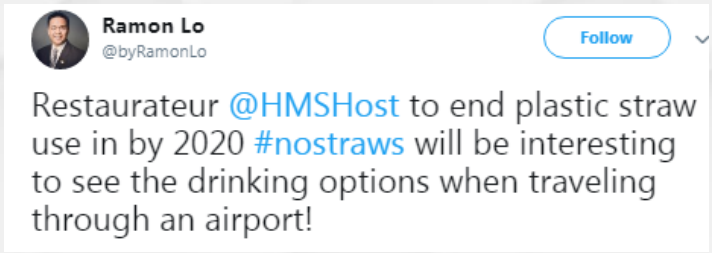
**HMSHost To Eliminate Plastic Straws By 2020**

# Best Green Concession Practice or Concept



#NOSTRAWS

66 To give an identity to the conversation about straws and single-use plastics, the social media hashtag #NoStraws was created





## Results

The Last Straw resulted in the sale of nearly 9,000 promotional cocktails, exceeding target sales figures by 2,000. The effort generated invaluable word of mouth and cause awareness, as well as over \$155K in sales

	Net Sales	Qty Sold
Cucumber Mint Lemonade	\$53,370	2,990
Wild Berry Mojito	\$102,562	5,983
Total Promo:	\$155,932	8,973

# #NOSTRAWS