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

ACI-NA EXCELLENCE IN AIRPORT CONCESSIONS AWARDS

BEST GREEN CONCESSION PRACTICE OR CONCEPT
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.
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.
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.
Best Green Concession Practice or Concept

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

One of our restaurant partners, @HMSHost, has announced it will eliminate its use of plastic straws by 2020. HMSHost operates multiple Starbucks locations, Farmers Market, Brix & Vine, and Flying Dog Tap Room here at BWI Marshall. @HMSHostSupport #NoStraws

This interesting tidbit I learned while visiting their #TestBar for @TheJetSetTV: HMSHost To Eliminate Plastic Straws By 2020 buff.ly/2Lnv8WP

@HMSHost is eliminating plastic straw use in North American locations by 2020. Joining a growing list of companies that are #nostraws hmhost.com/news/details/h ...

Restaurateur @HMSHost to end plastic straw use in by 2020 #nostraws will be interesting to see the drinking options when traveling through an airport!
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.

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<thead>
<tr>
<th></th>
<th>Net Sales</th>
<th>Qty Sold</th>
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<tbody>
<tr>
<td>Cucumber Mint Lemonade</td>
<td>$53,370</td>
<td>2,990</td>
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<tr>
<td>Wild Berry Mojito</td>
<td>$102,562</td>
<td>5,983</td>
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<td>Total Promo:</td>
<td>$155,932</td>
<td>8,973</td>
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