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# Tim Hortons (C)update

Stewardship Ontario Sustainability Summit  
June 21, 2012





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# Tim Hortons A Long and Proven History



**48-year history:**  
  
**5 years as a  
publicly-traded  
company**



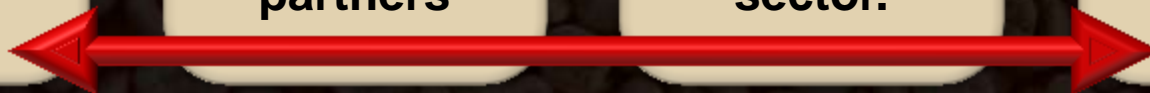
**Generally long  
and healthy  
relationships  
with  
franchisees,  
suppliers and  
partners**



**Financial  
performance  
among leaders  
in the North  
American  
restaurant  
sector.**



**Iconic brand  
and market  
leadership in  
Canada with  
unparalleled  
guest loyalty**







# Tim Hortons®

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**8 out of Every 10 Cups  
of Coffee**

# Cup Innovations Timeline



Since opening, China mugs available for dine-in guests



First cup diversion program launched on Prince Edward Island



Recycling facility tours and mill tours and trials



Increased collaboration, mill tours and market development and 800 restaurant locations diverting coffee cups



Travel Mugs introduce – First cup free and discounts followed



Multi-stream recycling units developed



Cups and other paper packaging diverted from over 650 restaurant locations



Cup to Tray program launched in Nova Scotia







## Cup-to-Tray Recycling Program

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In my past life,  
I used to be a cup.



Tim Hortons Cup to Tray  
RECYCLING PROGRAM



- ☪ Launched October 20, 2011 in Nova Scotia
- ☪ First example of “closed loop” recycling for our industry
- ☪ First opportunity to communicate to our guests across a province
- ☪ Contributes to “Making a True Difference”
- ☪ Scalable and repeatable



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# Challenges to Greater Success

**Toronto recycling: What does it take to get citizens to recycle properly?**

**Toronto Star**  
**March 14, 2012**

*“Those paper Tim Hortons coffee cups? Non-recyclable colour dye sinks right into the fibre, leaving the cups ineligible for recycling,”*

 [thestar.com](http://thestar.com) 

**New City Curbside Recycling Program Starts April 30th**

**I on Stratford**  
**April 22, 2012**

*“As of April 30th the recycling truck will not be accepting tetra packs, milk cartons and take out paper coffee cups. “Take out coffee cups are coated with a wax and they are not accepted as recyclable,””*


*ionstratford*  *your look at Stratford today!*




# Challenges to Greater Success

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 Variance between local programs

 Variance between commercial programs




 Volume





# Taking the Success Further

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-  Collaboration
-  Build volume
-  All parties to use the same language = The Cup is Recyclable









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## Collaboration with Stewardship Ontario – a collection of coffee cups



Thinking  
beyond  
the box

Stewardship Ontario

-  **Mill tours and market development**
-  **Discussions with local municipalities**
-  **Communication between stakeholders**
-  **Initiate curbside pilot discussions for coffee cups**



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## Other Collaborative Efforts



**Multi-Material  
British Columbia**





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Thank you!

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