



Special Event Report Card

Event Name: Food and Wine Classic
Event Date: June 17-19, 2011

Overall Effort: ●

Education	●
Waste Stations	●
Giveaways/Sponsors	●

Explanation of rating system:

- Excelled
- Met ZGreen Requirements
- Just missed requirements
- Did not meet requirements

Comments/Suggestions:

The 2011 Food and Wine Classic showed vast improvement over previous years. As in previous years, the volunteer training helped to ensure that all volunteers were educated about the event's greening practices. It was also helpful for ZGreen staff to meet directly with the event's Grand Tasting Green Team leaders to answer questions and exchange ideas. ZGreen staff communicated throughout the weekend with grand tasting staff as questions arose. More than ten percent of the event sponsors met the Green Sponsor Criteria, and other sponsors and vendors did a nice job of complying with the ZGreen event standards. Food and Wine staff worked hard in 2011 to communicate waste reduction policies to vendors, and most vendors choose giveaways and messaging with the environment in mind. The gift bag continues to improve each year, including fewer printed materials and useable, edible and recyclable giveaways. Most serving ware and utensils in the Grand Tasting were compostable, reusable or recyclable. The majority of waste stations were great, however there were some single trash bins scattered around the Grand Tasting tent. ZGreen staff brought these lone bins to the attention of Grand Tasting volunteers and the problem was solved quickly. All off-site locations had recycling available and ZGreen staff helped site managers arrange the containers correctly in the few instances when there were lone bins.

Opportunities for improvement:

Some items in the gift bag are still heavy with unnecessary packaging. The Grand Tasting could be greatly improved by standardizing the utensils and serving ware. It is increasingly confusing for attendees and volunteers when each vendor has a different plate, cup and fork. Maybe ZGreen staff can help brainstorm ways to improve this situation. Single trash bins must be eliminated, especially at the Grand Tasting tent. Volunteers should be trained to watch for lone bins and should know who to contact or what to do if they find lone bins. To reduce contamination, the large dumpsters supplied by the waste hauler should have larger signs next year and the ZGreen Program can help with this.

To make next year's event even greener, Food and Wine should consider collecting the paper towels from the mall bathrooms for composting.

ZGreen thanks Food and Wine and ACRA for their efforts to make the 2011 Food and Wine Classic a ZGreen event.