



Special Event Report Card

Event Name: **Food and Wine Classic**

Event Date: **June 15-17, 2012**

Overall Effort: ●

Education	●
Waste Stations	●
Giveaways/Sponsors	●

Explanation of rating system:

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

Comments:

The Aspen Food and Wine Classic continues to improve year after year, and 2012 was the best year yet. Thank you for your continued commitment to meeting the ZGreen requirements. As in previous years, the volunteer training helped to ensure that all volunteers were educated about the event's greening practices. 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. There were very few giveaways in the Grand Tasting tent this year, which helped eliminate waste. Food and Wine staff worked hard in 2012 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; however there were still large amounts of printed material and unnecessary packaging this year. Most serving ware and utensils in the Grand Tasting were compostable, reusable or recyclable. All off-site locations had recycling and composting available and ZGreen staff helped site managers arrange the containers correctly in the few instances when there were lone bins. The signs on the large collection bins were very visible and this helped to avoid contamination. The new recycle tops were also useful in avoiding contamination.

Opportunities for improvement:

ZGreen still recommends taking further steps to standardize the serving ware in the Grand Tasting. It is increasingly confusing for attendees and volunteers when each vendor has a different plate, cup and fork. To make next year's event even greener, Food and Wine should consider collecting the paper towels from the mall bathrooms for composting.

More than anything, ZGreen encourages Food and Wine to rethink their approach to bottled water. Fiji, the bottled water sponsor, had an even larger and more visible role in 2012 than in previous years. This comes at a time when the City of Aspen is working hard to encourage visitors and residents to drink Aspen tap water for the environmental and health benefits. Please be aware of the message that Food and Wine is sending to our guests about Aspen and our commitment to the environment. We request that Food and Wine staff reevaluate the locations where bottled water is available and consider offering the bottles only in locations where it is absolutely necessary. For example, water in pitchers could be served at seminars since there are already glasses on the table and staff present. City of Aspen staff found a staggering amount of Fiji bottles littering Aspen's parks, streets and rivers over the weekend, primarily caused by the mass distribution of bottled water at every Food and Wine location.

This report card will be kept on file and referenced for future events. It will also be made available to the public on our website. The Aspen ZGreen program is a joint program between the City of Aspen Environmental Health Department and the Canary Initiative. Please contact us at ZGreen@ci.aspen.co.us or (970)429-1798