



Special Event Report Card

Event Name: Food and Wine Classic
Event Date: June 18-20, 2010

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 2010 Food and Wine Classic showed improvement over 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. 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. 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. 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:

Single trash bins must be eliminated, especially at the Grand Tasting tent. Next year, 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.

It is required that all events educate their attendees about what they are doing to be green. Waste stations do not count as education. ZGreen staff was unable to find efforts from Food and Wine to educate attendees except a small excerpt about Grow for Good in the program guide.

Although ZGreen did not address Grand Tasting giveaways in 2010, giveaways and vendor material from the Grand Tasting will need to meet ZGreen standards more consistently in order for Food and Wine to continue to improve as a green event. This will require more planning and diligence by Food and Wine and ACRA. There is also still room for improvement with regard to printed materials.

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 2010 Food and Wine Classic a ZGreen event. Please note that this report card will be made available to the public on our website. We look forward to working with the Food and Wine team in the future.