



Blue Bottle is trialling the concept in two of its stores | Photo source [Blue Bottle Coffee](#)

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COFFEE COMPANY TESTS REUSABLE-CUP-ONLY POLICY



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A US-based chain has introduced a no-single-use-cups approach in two of its locations as part of its move towards zero waste by 2020

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2nd January 2020

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Takeaway:

Innovation in the coffee industry continues to push retail in multiple directions, whether that is in projects that use coffee grounds to create biofuel, to myriad solutions to the problem of disposable cups. Like fashion and its notoriously wasteful production processes, consumer

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...e inspired the movements needed for large-scale shifts in approach. Such changes
...y for long-term sustainability to take root in the food and beverage industries.