

## Zest Recycle secures deal with Blackrose Pubs

3 years ago



Zest Recycle has successfully secured the recycling and waste management contract for national pub chain Blackrose Pubs, in a partnership that will see Zest Recycle managing the waste resources across the brand's chain of over forty pubs across the UK.

With a focus on traditional pub values, Blackrose is committed to creating experiences that people will want to return to again and again and this ethos extends to every part of the business including the sustainable recycling and waste management of their pub portfolio.

Zest Recycle secured the contract in 2021 and has since been working with Blackrose Pubs to audit its entire pub portfolio in preparation for contract roll out in April 2022.

The contract has been awarded for five years, in a partnership focused on delivering consistency and sustainability of waste management operations across the entire pub estate and harnessing a positive recycling culture throughout the pub teams.

Zest Recycle has focused on implementing a solution that will standardise waste segregation across the board and maximise recycling opportunities, supported by a bespoke, on-brand communications program that will underpin the success of the project.

The new scheme will see the client realise cost savings of 22% of current spending and deliver best practice environmental and recycling performance across the business.

Fiona Smith, Procurement Manager for Blackrose Pubs, said: "It has been a pleasure working with Zest Recycle to deliver this new contract, their approach and transparency in presenting the opportunities for

Blackrose Pubs was refreshing and we are looking forward to further building on our success to ensure we are delivering a sustainable experience across our pubs.”

Roland Archer, Sales Director for Zest Recycle, said: “The partnership we have developed with Blackrose Pubs is a great example of how a collaborative and consultative approach delivers results. Blackrose was fully committed to improving the sustainability of their waste operations and allowed us to a full understanding of the business, through our consultative approach.”

*Image credit: Blackrose Pubs*