



## COLLEGE STORIES

*Successful Souvenir Food  
and Drink Refill Programs*



Visit: [www.whirleydrinkworks.com](http://www.whirleydrinkworks.com) / Call: 800-825-5575



# CAMPUS DINING

## SUSTAINABILITY PROGRAMS THAT MAKE A DIFFERENCE

### UNIVERSITY OF READING



University of Reading also runs a refillable food program to take the waste out of take out.



- The University of Reading encourages sustainability with the “Sustain-It” self-serve Coca-Cola Freestyle fountain and Franke coffee program.
- Refillable, ValidFill-enabled RFID bottles and coffee mugs help eliminate disposables
- Creative, collectible coffee designs are updated every semester to encourage participation
- Bottles retail for £9.95 and mugs retail for £5.00 both with 10 free fills.



Designs are updated every semester.

Franke RFID coffee machine with prepaid refills.

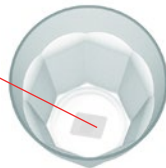
### UNIVERSITY OF NORTH CAROLINA

- UNC Chapel Hill’s “Make a DIFFERENCE” program offers reusable coffee tumblers, fountain bottles, and meal containers to help eliminate disposable waste
- 16 oz. Vacuum-Insulated Water Bottle retails for \$15 with \$0.99 refills
- 16 oz. Coffee Mug with Threaded Leak-Resistant Lid is FREE for all dining plan members and \$5 for non-members. Refills are \$.99
- Reusable clamshell containers are returned and rewashed to be reused by the next student. Deposit: \$3

*1 Reusable cup could save 365 cups*



RFID tag embedded into bottom chamber of tumblers



### REFILL & REFRESH

Beginning with the 2018-19 school year, Washington University Dining Services is introducing a new reusable, rechargeable drink cup on campus. These cups can be used at WU Dining Services dispensers at the DUC, the Bear's Den, the Village, Stanley's and Law Cafe.

**1.99 - Single fill**  
**14.99 - 10 fills**  
**27.99 - 20 fills**  
**49.99 - 50 fills (Best Value!)**

Purchase drinks at the cash register



### WASHINGTON UNIVERSITY IN ST. LOUIS

- Freshman are gifted bottles to encourage the “Refill & Refresh” program
- Pre-paid refills encourage continuous use and allow students to skip lines during peak periods
- RFID-enabled, self-serve campus dining sustainability program
- New RFID-enabled tumblers replace disposable cups in retail space and allow students to refill for up to an hour while they dine
- Tumblers are then returned to be washed and reused



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# REFILL BEVERAGES

## SUSTAINABLE CUP PROGRAMS

### AUBURN UNIVERSITY

The Gogue Performing Arts Center offers a theatre cup program that allows guests to enjoy beverages at their seats during the show. The program encourages refill sales and boosts profit while reducing waste.



### THE OHIO STATE UNIVERSITY

- Freshman Gift Bottles with student's names in the artwork
- RFID enabled, self-serve refillable bottle program across campus
- A self-serve refill program available at the campus dining service and other specified fountain drink stations



### UNIVERSITY OF SAN DIEGO

- USD's vacuum insulated Sustain-A-Bottles are given to all incoming Freshman
- Each bottle is enabled with ValidFill's RFID technology for a self-serve beverage program that includes 2 free fills
- Semester beverage offer includes unlimited refills all semester for \$39.95
- Bottles can also be purchased for \$12.50 with 2 free fills by upper classmen
- Signage highlights: "Fill up for just 41¢ a day!"
- Students can commit to sustainability with a program they buy into and continuously use



### GUILFORD COLLEGE



Do something fun with your campus refill program by holding a competition and feature a student's art on your cups!



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# COLLEGIATE SPORTS PREMIUM CONCESSIONS



## INDIANA UNIVERSITY

Make a commemorative tailgater in honor of one of your coaches or players who left a lasting impact with your school.

This 100 oz. mug retails for \$35 and comes with free refills all season long.

## UNIVERSITY OF CALIFORNIA, BERKELEY

- Berkeley's "Good, Better, Best" selling strategy helps boost premium fountain sales
- Just a \$1 upgrade to receive the premium 24 oz. tumbler instead of the thin-wall 32 oz. tumbler
- Used in stadium concessions and catering for fountain, coffee, and popcorn



## BRIGHAM YOUNG UNIVERSITY

Try digitally printed, thin-wall cups to go with your school's refill program.

Keep track of free refills to prevent cups from being returned to future games.



## UNIVERSITY OF OREGON

- 32 oz. Upscale Fountain with Drink-Thru Lid  
Retail: \$7  
Features "Photo-Real" in-mold label
- Color Change 22 oz. Tumbler for Beer  
Retail: \$13
- Color Change 16 oz. Tumbler for Cocktails  
Retail: \$12



NEW  
COLOR  
CHANGE!

Collectible cups for the football season.

## GEORGIA SOUTHERN

- Vacuum Stainless Steel Mugs
- Concessions Retail: \$17
- Refills: \$2 All Season / All Sports



## UNIVERSITY OF SOUTHERN CALIFORNIA

Make your concessions a custom item like the LA Coliseum Trojans Food Helmets



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