SURFRIDER FOUNDATION

OCEAN FRIENDLY RESTAURANTS

Dear Restaurant Owner,

On behalf of The Surfrider Foundation _____ Chapter we would like to introduce you to our Ocean Friendly Restaurants program and encourage you to apply.

The Surfrider Foundation _____ Chapter organizes beach cleanups regularly and at most cleanups we find straws, plastic bottles, polystyrene foam takeout containers and cups. How did our plastic pollution problem get so out of hand?

We believe that it is critical to raise awareness of this issue by highlighting restaurants that are taking steps to help protect the ocean and sharing knowledge about the importance of coastal habitats and ecosystems for visitors and locals alike. This is why the Surfrider Foundation is working to increase awareness, reduce plastic pollution, and help drive social, behavioral, and environmental change.

While plastic pollution may seem like a challenging problem to solve, there are several solutions to this problem that you can be a part of. Your restaurant may already meet the criteria requirements or small changes could qualify you immediately.

Restaurants participating must follow the first five criteria:

• No expanded polystyrene use (aka Styrofoam).

• Proper recycling practices are followed.

• Only reusable foodware is used for onsite dining.*

• No plastic bags offered with take out or to-go orders and utensils are provided only upon request.

• Paper straws are provided only upon request.**

* Foodware includes dinnerware, drinkware, silverware, and ramekins/containers.
** Exceptions may be made for alternatives made from other naturally occurring materials and reusables.

And choose a minimum of two of these criteria:

• No beverages are sold in plastic bottles.

• A discount is offered for customers with reusable cup, container, bag, etc.

• Vegetarian/vegan food options are offered on a regular basis.

• All seafood is 'Best Choice' or 'Good Alternative' as defined by Seafood Watch, or certified as sustainable.

• Water conservation and pollution mitigation efforts are implemented.

• Energy efficiency efforts are in place.

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Restaurants that meet all of the criteria are recognized as a **Platinum Level Ocean Friendly Restaurant**. After the minimum criteria are met, membership fee is received, and potential onsite assessment is conducted; "Ocean Friendly Restaurant" window stickers, brochures and a welcome packet will be provided to you. For more information about single-use plastic alternatives, please reach out to ofr@surfrider.org and we can provide options and suggested steps to help reach your establishment's goals within the program.

Additional benefits and incentives you receive include:

- Ocean Friendly Restaurants marketing collateral including window stickers, brochures, tabletents, and bill inserts to show your membership to your customers.
- Use of Ocean Friendly Restaurants logos for restaurant menu, website and other restaurant marketing materials.
- Restaurant listed on Surfrider national and chapter websites.
- Restaurant included in Ocean Friendly Restaurants national map on Surfrider national and chapter websites.
- Launch parties and collaborative promotions with your nearest Surfrider chapter.
- Surfrider chapter social media marketing promotions.
- Access to national vendor discounts on sustainable restaurant and to-go products.
- Tax-deductible contribution.
- Association with a nationally recognized non-profit with thousands of members and supporters working hard to keep our ocean healthy and protected!

Here's a little about us: The Surfrider Foundation is an environmental non-profit dedicated to the protection and enjoyment of our ocean, waves, and beaches through a powerful activist network. Launched in 1984 by surfers, we are now proud to have a diverse group of members and supporters that care about protecting the coast. The Ocean Friendly Restaurants program is aiming for large-scale change that stops plastic pollution at the source by transitioning away from single-use plastic. With your help, we can reduce our collective impact and turn the tide for our ocean.

To find out more and check out the online registration form, please visit: surfrider.org/ofr

Please email _____ with any questions.

Thank you for your time and we look forward to hearing your feedback!