

SUSTAINABLE SUPPLY CHAIN PROGRAM



CASE STUDY

NYSP21 Performs Supply Chain Sustainability Assessment for Samesa

Samesa, located in Brooklyn, New York, is quick service restaurant specializing in fast casual take-out Mediterranean food. Samesa has strived to create an enjoyable experience to all customers and provide unique, non-traditional foods inspired by Middle Eastern cuisine.

Challenge

Samesa's owners are dedicated to social and environmental causes welcoming all persons, providing equal employment opportunities and sourcing responsibly. Samesa would like to continue this commitment through environmental stewardship advancements. Samesa would also like to communicate their efforts towards meeting customer demands for local and sustainable ingredients.

Solution

Samesa requested support from the New York State Pollution Prevention Institute (NYSP21) to (1) enable minimization of environmental impacts through supply chain decisions and benchmarking, and (2) provide recommendations for their sustainability practices.

Results

NYSP21 utilized an assessment tool developed in-house specifically for evaluating a company's supply chain sustainability to assist Samesa. The results of the assessment include:

- A Sustainable Supply Chain Gap Assessment Report detailing opportunities such as the development of a Supplier Code of Conduct and Scorecard to ensure suppliers align with Samesa's values and customer expectations, the development of standard operating procedures to improve energy efficiency and use, and the use of compostable paper products
- A comprehensive benchmarking summary of other quick service restaurants' sustainability commitments and attributes
- Guidance on third party certification options which would help communicate Samesa's values, mission and practices, enable brand recognition and mitigate business risk

Through this project with NYSP21, Samesa has been enabled to continually improve their positioning as a sustainable quick service restaurant, minimize their environmental impacts, and communicate efforts to customers.

Testimonial

"The NYSP21 helped us target multiple areas of Samesa where we can improve our existing framework as we expand. The team provided a comprehensive report full of ideas and effective comparable case studies that will help us improve customer messaging and staff training, streamline ordering efficiencies to help us reduce our environmental footprint and behave more responsibly, and also provided documents for implementing responsibility protocols for our purveyors. The process was extremely informational and productive for the ownership and leadership team of Samesa as we expand to our second location. As we implement these changes based on NYSP21 suggestions, we hope to become the leader in the marketplace and the ideal model for other QSR concepts looking to scale while remaining thoughtful and engaged members of our neighborhood and larger community."

- Eli Sussman, co-owner; Samesa

CHALLENGE

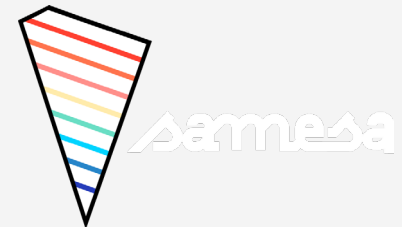
- Samesa wanted to advance their environmental stewardship

SOLUTION

- NYSP21 assisted Samesa with a sustainable supply chain assessment

RESULTS

- NYSP21 utilized an assessment tool developed in-house specifically for evaluating a company's supply chain sustainability
- Samesa has been enabled to continually improve their positioning as a sustainable quick service restaurant, minimize their environmental impacts, and communicate efforts to customers



NYSP21 PARTNERS



New York Manufacturing Extension Partnership

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