

# Just Eat pilots reusable takeaway packaging in London

Just Eat is piloting reusable takeaway packaging in London in a bid to reduce the impact of ordering in on the environment.

Six brands are taking part in the three-month trial, including Notes Coffee, which has branches in the City and Canary Wharf.

The scheme is being run with returnables firm ClubZero. Customers will be able to opt in when placing an order, and then return their boxes via a drop-off point, or arrange for them to be collected via the ClubZero app.

Around 500 million plastic boxes are used in the UK's takeaway sector every year, the majority ending up in landfill, reports suggest.

Reusables are growing in popularity as a way to combat the issue, after years of focus on compostables and recycling. Before the 1950s, the idea of using a carton once and disposing of it was almost unheard of.

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ClubZero says its products produce at least half the carbon footprint of single-use disposable packaging. Units are dropped off and picked up at the same time to save on trips, and cleaned with minimum water use.

Just Eat's Robin Cark said: "Building a more sustainable future for the food delivery industry is extremely important."

The takeaway giant, the largest food delivery service outside China, also recently launched eco-friendly seaweed-lined compostable packaging and sauce sachets.

Last month the Amsterdam-headquartered firm reported a €486 million first-half post-tax loss despite soaring sales amid heavy spending on marketing and expansion – including its well-known Euros ad campaign.

Marketing expenses increased by 204% to €295 million in the period, up from €97 million in the first half last year.

**The six London restaurants taking part in the trial are:**

Kin Cafe – Just Eat for Business

Kaleido – Just Eat for Business

Clean Kitchen Club

The Great Thai Restaurant

The Great Thai Grab & Go

Notes Coffee