

Just Eat pilots reusable takeaway packaging in London

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[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