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## **NetWaiter Helps Take Online Ordering Green**



**Berkeley, CA--**The Pho Bar, a local Vietnamese restaurant in Berkeley, CA, has extended their efforts to establish a green operation by developing a system with their online ordering service to help keep track of stainless steel containers used for takeout and delivery orders.

The Pho Bar is a fast-casual noodle bar featuring Pho, the Vietnamese beef noodle soup, banh mi sandwiches, and hearty noodle salads. It recently opened its doors by the North Gate entrance to UC Berkeley's campus and serves these traditional Vietnamese comfort foods for dine-in, takeout, and late-night delivery.

NetWaiter, a premier online ordering provider for restaurants, helped The Pho Bar accomplish this by producing an online tracking system to monitor their containers, referred to as tiffins. Tiffins are stainless steel containers that are often stackable and can lock together for easy transport. They can be used over and over, as opposed to the less environmentally friendly Styrofoam containers used by many restaurants for their takeout and delivery orders.

"When the order is placed online, the system automatically determines how many tiffin containers are needed," said Jared Shimoff of NetWaiter. "If the customer does not return the tiffins within five days, The Pho Bar can charge them for the containers."

To make it easier to return the containers, and encourage re-orders, The Pho Bar offers a free service whereby they pick up containers from previous orders when a customer places a new order within the five-day period.

"Our motto is to waste as little as possible," said Lauren Himmelvo, an owner at The Pho Bar. "We have cloth napkins and even cloth towels in the restrooms. We have a washer and dryer here on the premises."

Himmelvo added that all their furnishings are recycled or otherwise environmentally friendly. The fireplace hearths were taken from houses scheduled for demolition. The tables are made from trees in Himmelvo's back yard that died.

"Everything has a story," she said. As much waste as possible is composted or recycled.

"The Pho Bar is one of several clients we have worked with to customize their online ordering system," said Shimoff at NetWaiter. "Whether it is tiffin containers or calculating calories, we find that it is a matter of sitting down and discussing their challenge. Once we understand that, the solution is easy."

*For more information on NetWaiter, contact them at 1-866-638-9248, or logon to their website at [www.netwaiter.com](http://www.netwaiter.com).*