

## CASE STUDY

How Firststar Fiber, Inc. is helping Nebraska's largest liquor store Wine, Beer & Spirits achieve competitive advantage through sustainability



### OBJECTIVES

Locally owned and operated Wine, Beer, and Spirits (WBS) is dedicated to a sustainable future and recognizes that by implementing environmental improvements it strengthens both its branding and operational synergies. Sustainability is becoming increasingly important with consumers. WBS worked with Firststar to address the wasted resources they generate to improve their environmental and economical footprint on their quest to zero waste

### SOLUTIONS

Firststar understands the unique challenges retailers face: that waste management has to be as efficient, effective, and inconspicuous as possible.

Firststar's Waste Experts conducted a site visit to WBS to identify the wasted resources that could be captured and diverted from the landfill. Firststar identified the primary waste needs for WBS and found methods for WBS to solve them as efficiently as possible.

Firststar connected WBS with recycling equipment grants through the Nebraska Recycling Council and equipment providers enabling them to implement a robust recycling program capturing all their cardboard, aluminum cans, and plastics.

### ADDITIONAL BENEFITS

#### Consumer Demand

There is a growing trend among consumers toward supporting sustainable companies and it is only getting stronger as the number of millennials and generation Z increases.

#### Economic Efficiency

Saving resources can mean saving money, and in some cases can even generate revenue. In addition to reducing costs and affecting operating profits, recycling also boosts the local economy.

#### Staff Engagement

Efficient waste management practices can also save your workforce time. Studies show that being sustainable is important when it comes to attracting talent. Nearly 70% of millennials report that they were likely to choose to work at a company with a strong environmental agenda.

### AT A GLANCE

#### Progress & Success

- 70% reduction in trash bills
- 75% reduction in trash volume
- Promoting reuse by encouraging customers to take product home in old boxes

#### Other Sustainability Efforts

- Building run on solar panels
- 80% reduction in OPPD usage since May 2022

"Firststar has been a great partner in helping WBS get recycling programs implemented in our stores. We are getting money selling back recyclable materials, saving money on trash bills, and diverting tons (literally) of useable materials from the landfill. Our customers love knowing we take sustainability seriously. This is another part of what makes shopping at WBS unique. We can't thank Firststar enough for helping up put these ideas into operation."

- Aaron Konen, WBS

#### Danielle Easdale

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