

## Green bar “a study on bar sustainability”

### Bar verde: Un estudio sobre la sustentabilidad de los bares

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#### ABSTRACT

After a hard day, BARs have become one of the most common places to unwind. People enjoy going to bars because they provide a great atmosphere for socialising and rewarding themselves after achieving a goal, or because they might be a location to make someone feel better. However, we must recognise that a substantial amount of bar waste can be harmful. Bars can contribute to climate change and air pollution by enabling "poor waste management" Additionally, have a direct effect on a great number of habitats and species. Since humans have produced an excessive amount of waste, we, as responsible consumers, must devise solutions. Choosing zero-waste eco-friendly bars will reinforce a planet-conscious mentality by shifting the focus to biodegradable, low-waste, and environmentally beneficial ingredients.

Keywords: Sustainable Bar, Green Bar, Eco friendly, Recycle, Hospitality Trends

#### RESUMEN

Luego de tener un día pesado, los bares se han vuelto uno de los lugares más comunes para despejarse. La gente disfruta ir a los bares ya que les brindan un ambiente agradable para sociabilizar, es una forma para recompensarse tras alcanzar una meta o porque estos pueden ser un lugar para hacer que alguien se sienta mejor. Sin embargo, se debe reconocer que una cantidad importante de los residuos de bar puede ser perjudicial. Los bares pueden influir en el cambio climático y en la contaminación del aire al permitir que exista "un mal control de los residuos", además, tienen un efecto directo sobre un gran número de hábitats y especies. Dado que el ser humano ha producido una cantidad excesiva de residuos, nosotros, como consumidores responsables, debemos elaborar soluciones. La elección de bares ecológicos con cero residuos reforzará la mentalidad sobre la conciencia planetaria, ya que se centrará en los ingredientes biodegradables, de bajo desperdicio y beneficiosos para el medio ambiente.

Palabras clave: bar sustentable, bar verde, favorable al medio ambiente, reciclar, evolución en la hostelería

#### OBJECTIVES

- To investigate the acceptability of sustainability in Indian Bars.
- To comprehend the necessity of a sustainable Bar.

- To investigate the preferences of visitors when selecting a Bar.

## INTRODUCTION

The word sustainability comes from the Latin word *sustinere*, which means "to live". "Sustain" can mean to keep going, to support, to hold up, or to last. Because of this, it is the ability to keep going for a long time. In the past, the word "sustainability" meant taking care of the environment and using natural resources in a way that would allow people in the future to continue to depend on them. Hans Carl von Carlowitz (1645–1714) was the first person to talk about sustainability, which in German is called *Nachhaltigkeit*. He used it to talk about forestry. In 1713, in his book *Silvicultura oeconomica*, he used this word to mean a long-term, responsible use of a natural resource. (Kagan & Kirchberg, 2008)

"Sustainability" is one of the most popular keywords in the bar sector right now. For a typical bar, this can entail anything from just doing rid of plastic straws to taking a far more calculated approach that encompasses lowering the bar's entire carbon impact. A few years ago, bars that took a sustainability oath ran the risk of being in an unfair competitive position in comparison to their competitors due to the associated expenditures. Today, however, patrons of bars are actively embracing the trend and applauding cocktail establishments and bars who go above and above in their commitment to sustainability.

### A foundation

Many bars that want to embrace sustainability begin by simply doing rid of paper napkins and plastic straws. Simply switch to more environmentally friendly alternatives, such as cork-based coasters, to replace these napkins, which generally go with mixed beverages and cocktails. In general, anything that can be used repeatedly is preferable to producing mountains of paper waste over the course of a typical night. Like bamboo straws, compostable straws can be used in place of plastic straws, which are destined for the nearest landfill. You might even stop using straws altogether.

### Reduce the use of ice.

The next significant step is to reconsider how ice is used during the cocktail-making process. The less ice you use, the less influence you will have on the environment because making ice requires both water and electricity. The only issue is that some drink concoctions require ice to be cooled. Thus, you must consider making some concessions. For instance, having a complex frozen margarita machine at the bar is probably not good for the environment. Additionally, you can certainly reduce the amount of ice used to make the drink (although this won't truly affect the final product). (*Now or Never A New Bar for Sustainability*, n.d.)

### Upcycling and recycling

It will be considerably simpler to upcycle some of the items used when making cocktails or meals if your bar is a part of a restaurant or if your bar has a distinct food menu of your own. Here, it's best to consider your usage of citrus fruit. You may repurpose peels, rinds, skins, and seeds to make brand-new cocktail concoctions. Additionally,

some bar managers have developed quite innovative techniques to recycle the "waste" that a bar produces daily. For instance, did you know that coffee grinds may be used to create a coffee liqueur? Or that juices from cans of various substances can frequently be use in other ways? Any sustainable bar's goal is to transform into a "zero-waste" bar, where there is essentially no trash left behind once the night is over. For instance, the well-known "Tiki Trash" initiative in London aims to inform bar owners and bartenders about all the different ways leftovers and remains can be turned into Tiki drink concoctions.(Dias-Angelo et al., 2014)

Become more eco-conscious

By only considering locally sourced materials that don't require considerable shipping and transportation from distant regions, you can improve your sustainability credentials. Consider how much of an impact it has on your overall carbon footprint to ship limes or other seasonal fruit to your bar over the winter. As a result, several establishments completely stop serving limes and other citrus fruits. Along with lemons, oranges, and limes, there are many more garnishes.(L. F. Chen, 2019)

Investigate green cocktails

The "farm-to-table" movement, as well as a renewed emphasis on locally produced ingredients, have inspired many bar patrons to ask directly for sustainable drinks. This phrase can refer to a wide variety of unique cocktail concoctions. A sustainable cocktail generally uses fewer natural resources, less energy, emits less pollution, and emphasises components that have been previously used, repurposed, or upcycled.(Rimington et al., 2006)

Include sustainability in your company's overall branding and messaging.

The next significant step toward sustainability is to embrace sustainability and integrate it into your overall messaging. For instance, you could turn your entire drink menu into a sustainable cocktail listing, changing the cocktails periodically to reduce your overall carbon footprint, as opposed to only having one "sustainable cocktail" on your drink menu.

When it comes to sustainability, it is crucial to pay attention to what the biggest spirits companies are doing. The producer of Absolut vodka and Jameson whiskey, Pernod Ricard, has committed to making sustainability and corporate sustainability a significant component of its business strategy. By 2030, the firm promised to cut its carbon footprint in half and make all the labels on its alcoholic beverages' recyclable. As a result, you can advertise the types of cocktails your restaurant serves just by keeping spirits from the Pernod Ricard collection in store. (Of course, you may also select "off-brand" spirits that are produced locally or responsibly, so don't interpret this as a Pernod Ricard endorsement in its whole.)

Look for the greatest sustainability practises in the bar business.

Finally, it's critical to stay current with emerging trends and industry best practises. This is especially true if your bar is supposed to be an industry leader in sustainability as part of your overall branding and messaging. Instead of following new trends, you should be in front of them. For instance, there are an increasing number of bartending contests and events with sustainability as their central topic. That could be a good approach to position your bar as a true proponent of green business practises.

Sustainability is a way of thinking about the world, not just a set of methods and behaviours. Less trash production and minimising environmental effect are increasingly priorities for an increasing number of bars

worldwide. Being a sustainable bar will help you save money and improve efficiency, but it will also act as a rallying point for patrons to support your business and your commitment to the environment. (Espiner et al., 2017)

## Review of Literature

### Biomimicry

Victor Margolin argues in his 1998 article "Design for a Sustainable World" that our ecological predicament is urging designers to widen their focus beyond the creation of consumer goods. 1 Designers are prepared to become change agents who steer the move to sustainability. To do this, they must proactively shape the future of their profession by adopting new forms of practise. 2 Biomimicry is a new paradigm that can assist designers in assuming their new position as sustainability interventionists. However, biomimicry may not always produce sustainable results. To maximise the chance of sustainable solutions, practitioners must consider biomimetic design at the form, process, and ecosystem levels. (Kennedy et al., 2015)

### Business Resilience

In academic discourse, conceptualizing resilience and sustainability is complex and at times perplexing. In certain ways, there are parallels between the two concepts as they pertain to tourism. Both have been utilised to understand elements of social, economic, and environmental maintenance in destination towns, and at first glance, the concepts appear to be comparable. McCool, referring to the tourism industry, claimed that sustainable tourism is "...not a business kind or size, but rather a strategy to establish or maintain system resilience." According to McCool, sustainable tourism should support resilience, not vice versa (as we argue below). This is part of McCool's critique that tourist planners and developers in the twenty-first century should focus more on what tourism can maintain in a community than on how tourism activity itself can be sustained. Consequently, he claimed that "the primary question facing tourism in the 21st century is how much it can contribute to the resilience of communities in this period of integration and globalisation." (Espiner et al., 2017)

### Carbon credit

In recent years, attempts to lessen the environmental consequences of the construction industry have resulted in continual improvements and upgrades of virtually Zero Energy Building regulations toward a more sustainable building approach: the carbon-neutral building (CNB) or the zero-carbon building (ZCB). Reducing the carbon footprints of buildings and expanding the green infrastructures of cities can be crucial steps in the fight against global warming and the attainment of the Paris Agreement's target. However, less than 1% of the world's buildings can currently be labelled as "carbon-neutral." In 2018, the construction industry accounted for 36 percent of the world's final energy consumption and 39 percent of energy- and process-related carbon dioxide (CO<sub>2</sub>) emissions. The construction industry's vast resource consumption and environmental implications are clear. 11 percent of emissions occurred from the production of construction materials and products, such as steel, cement, and glass, while 28 percent resulted from building operations. As a result, a carbon-neutral approach has been adopted as a climate change strategy in several nations and areas. Since 2011, the European Commission has established a road map for transitioning to a competitive low-carbon economy by 2050. In November 2018, the European Commission proposed a long-term strategy for the EU to achieve a climate-neutral economy by 2050. In accordance with the Paris Agreement, EU leaders urged EU nations and the Commission to work for a transition to a climate-neutral EU in June 2019. As part of this broad scenario, numerous cities throughout the world (not just in the EU) have vowed to become carbon-neutral by 2050 and are undertaking projects to reach this goal, as outlined in the paper "Paris, an air of change" Furthermore, in 2018, 19 cities throughout the globe committed to enacting

legislation mandating all new buildings to be carbon-neutral by 2030 and all existing buildings to achieve the same objective by 2050.(Causone et al., 2021)

#### Carbon offsetting

Numerous businesses recognise the significance of implementing carbon mitigation techniques and have begun implementing carbon offsetting programmes aimed at their customers. Passengers have the option of paying more for a carbon-neutral flight through voluntary programmes. While mandatory carbon offsets ensure that all air travellers pay a fee that is subsequently allocated to certified offset schemes. Several offsetting firms are beginning to comprehend the enormous level of consumer uncertainty regarding the notion of carbon offsetting [26]. Consequently, they provide users the opportunity to assess their emissions based on flying distance, which produces a breakdown by price and offsetting project. This demonstrates that consumers must and desire to know where and how their carbon purchases will be utilised. In addition, it is difficult for customers to differentiate between the various forms of carbon credits, such as Emission Unit Allowance (EUAs) and Gold Standard Verified Emission Reductions (GS VERs). Numerous individuals doubt whether voluntary carbon offsets can play a substantial role in minimising aviation's impact to climate change. Despite the growth of these programmes in recent years, the overall quantity of carbon offset remains modest, as tour operators and airlines claim that clients are uninterested.(Dodds et al., 2012)

#### Circular Economy

The circular economy (CE) is an economic and social evolutionary concept that targets holistic sustainability objectives through a culture of zero waste and proposes a closed loop of material flows in the business. CE is founded on the balancing principle, which implies that all material flows must be accounted for; however, economic values, not physical flows, will determine their management. CE considers different perspectives, such as degrees of analysis and life cycle phases, to balance the goals of environmental protection with economic growth. CE can be applied to an economic sector or a specific process, considering the environmental impact of the complete activity system, such as manufacturing, design, transportation, distribution, consumption, recycling, and disposal. Although the term CE is conceptually apparent, there is no universally accepted definition of CE. There are definitions of CE that emphasise, for instance, the economic aspects, the 3R principles, and industrial ecology. Based on an intensive assessment and analysis of case studies, the Ellen MacArthur Foundation offers a more inclusive definition that simultaneously evaluates environmental and economic benefits. CE is defined as "an industrial system that is intended and designed to be restorative or regenerative."(Julião et al., 2019)(Mak et al., 2021)

#### Green Washing in Hospitality and Service sector

New environmental practises are applied in the hospitality and foodservice industries in ways that either discipline or empower employees. In some circumstances, management employs innovative environmentally friendly procedures to minimise total labour requirements. In some jurisdictions, employees and their unions are empowered to campaign for environmental remedies that boost standards and give them leverage over businesses. The competition to 'green' (or, in some cases, 'green-wash') these businesses has significant ramifications for labour relations and the over-representation of women and racialized women in the hospitality industry. Since some time ago, "green-washing" has been a problem in hospitality and tourism-related companies (e.g., hotels, airlines, restaurants). In truth, the term 'green-washing' is often credited to Jay Westerveld, an environmentalist who invented it in the late 1980s in response to a hotel's request that visitors forgo daily sheet changes (Hayward, 2009). As corporations respond to consumer demands for action on the environment and climate change, management greenwashing prevails. Despite their popularity, many behaviours have minimal effects on the environment and are

mostly unregulated by the government. In addition, greenwashing can be used to excuse the reduction of labour required to manufacture goods and services. (Baruah et al., 2014)

#### Sustainable Food & Beverage Procurement

Following are the suggestions for Procurement of sustainable ingredient in BAR & Kitchen.

- Selecting food goods from the country in which they are to be offered when these products are accessible in sufficient quantity, are of acceptable quality, and are priced competitively, as opposed to importing.
- Providing consumers with proper menu information and food options so they may make decisions based on food origin and sustainability.
- Taking appropriate measures to avoid purchasing foods that have been produced (anywhere in the world) using methods known to cause excessive harm to human health and/or the environment.
- Working with other contract caterers and supply intermediaries to adapt existing centralised purchasing systems to meet the needs of smaller local and/or regional suppliers (especially by working with relevant organisations to ensure HACCP procedures are developed in a form more appropriate for small businesses while not compromising on health or safety).
- Ensuring that food is processed using resource-efficient facilities (i.e., have a commitment to reducing energy consumption, minimizing waste, and reducing water consumption) (Y. K. Chen et al., 2019)

#### Sustainability Reporting

The combination of globalisation and rising market complexities requires enterprises to function in a demanding and volatile environment. Climate change has also posed numerous obstacles to the business sector. Too frequently, their operations have negative social, economic, and environmental effects on humans. In addition, because of the 2008 subprime mortgage crisis in the United States, which precipitated the global financial crisis, public pressure for global corporate governance and sustainable development has intensified. Consequently, business stakeholders today require a greater understanding of how environmental, social, and economic implications are incorporated into business plans and choices, as well as compliance in reporting daily operations. Transparency is a reporting strategy that ensures stakeholders are aware of what is occurring and why. Transparency is a key component of successful corporate governance. Informed stakeholders are less prone to develop unfavourable impressions of corporate activities, which contributes to the maintenance of the business's image and legitimacy. Some nations have legislated that firms disclose their social, economic, and environmental impacts due to the significance of transparency reporting methods. Both academics and practitioners anticipate that corporate objectives extend beyond generating shareholder profit, and that enterprises are responsible for the larger interests of stakeholders. Non-financial reporting has grown substantially during the past decade, becoming a significant corporate governance and communication platform. Nonfinancial reporting permits public examination of activities and demonstrates accountability and openness to all stakeholders. Numerous elements and actions, such as voluntary sustainability reporting, have resulted from its widespread use. Sustainability reporting is defined as "the process of measuring, revealing, and being accountable to internal and external stakeholders for organisational performance towards the objective of sustainable development." (Amran & Ooi, 2014)

#### METHODOLOGY

The nature of this investigation is quantitative. In this investigation, both primary and secondary data were utilised. The primary data is gathered via structured questionnaire. Two separate questionnaire sets were prepared. One set was handed to bartenders, while the other was given to guests. All respondents had an equal chance of

being contacted via non-probabilistic convenience sampling used to collect the data. Secondary data was gathered from published Journals, Related publications, and Web articles.

Google forms were utilized to collect information from 150 domestic guests and 50 bartenders of varying ages. On a five-point Likert scale, respondents' preferences were recorded.

To investigate the acceptability of sustainability in Indian Bars.

Data interpretation  
 Questionnaire Set 01

This survey in the form of a Google form was sent to Professional Bartenders working in hotel and freestanding BAR & PUB establishments.

Profile of the respondents-

Total Sample	50
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Gender	Male	Female	Others
	48	02	0

Age	18-25 Years	26-35 Years	36-40 Years	40+ Years
	32	15	3	0

Marital Status	Married	Un Married
	13	37

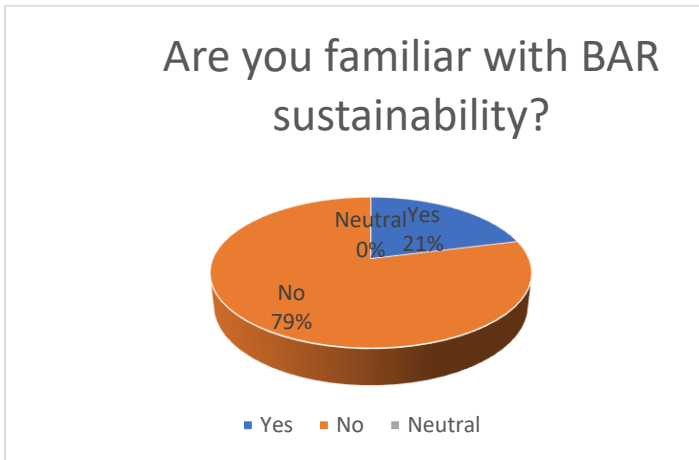
Educational Qualification	Masters in Hotel management	Bachelor's Degree in Hotel management	Other University Degree	12th/Intermediate	High School or Less
	0	43	7	0	0

Job Designation Level	Managerial Level	Supervisor Level	Associate Level
	8	9	33

Nature of Job	Full Time	Part Time	Contractual
	50	0	0

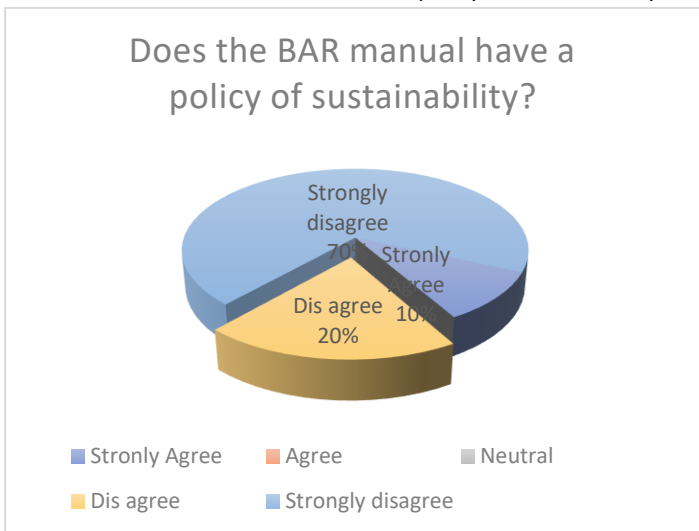
Job Tenure	Less than 1 year	1-3 Years	3-5 Years	5 Years +
	21	11	10	8

1. Are you familiar with BAR sustainability?



According to the information provided, 79 percent of respondents understand what BAR sustainability entails. Based on the aforementioned data, we may deduce that the majority of individuals are unfamiliar with the term BAR sustainability.

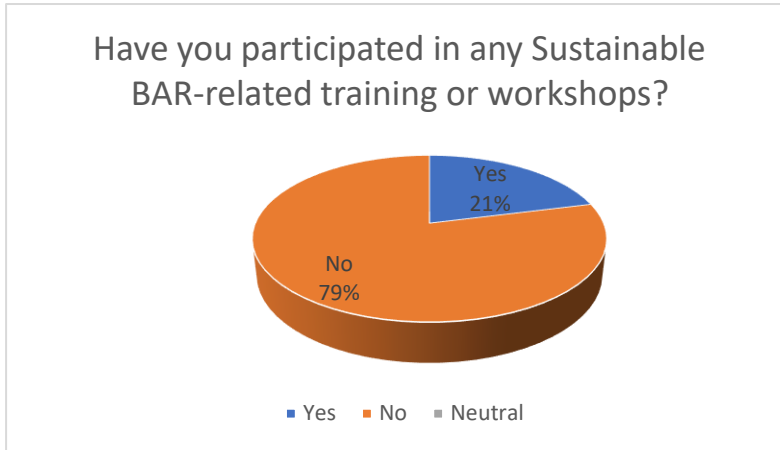
2. Does the BAR manual have a policy of sustainability?



Based on the information provided by respondents, we may conclude that 90% of BARs lack a formal sustainability policy. while just 10% of BARs have sustainability strategies. The globe is discussing sustainability strategies, but India's BARs and services lack a sustainable sensibility.

3. At your workplace, do you implement the BAR sustainability principles?

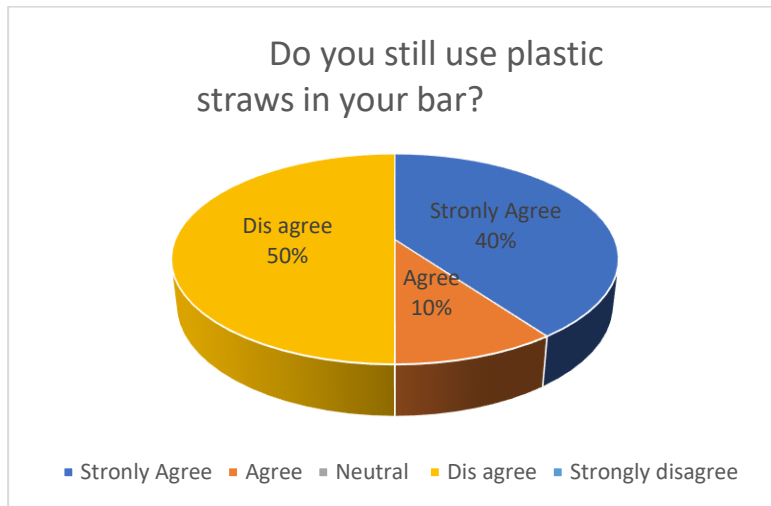




The purpose of these practises is to ensure that the acts of an organisation or an individual do not affect the environment, society, or stakeholders.

When asked about sustainability principles, just 21 percent of respondents revealed that their organisation actually implemented such principles, while 79 percent of respondents said that their organisation does not have any such principles.

4. Do you still use plastic straws in your bar?

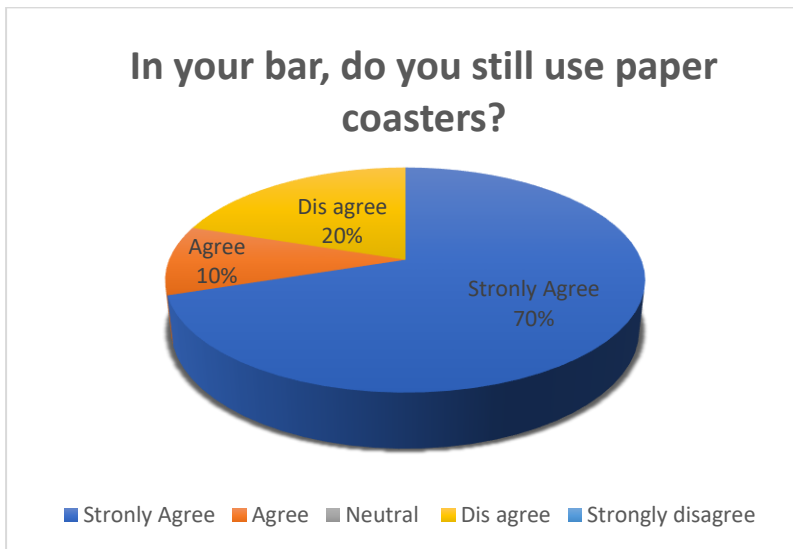


Microplastics have been found for the first time in human blood, according to a study conducted by a group of Dutch experts. Seventy-seven percent of those examined (17 of 22) carried microplastics more than the quantification limit. ("Microplastics in Human Blood ." <https://Simplifiedupsc.in/Microplastics-in-Human-Blood/>. Accessed 6 Aug. 2022.)

Straws made of plastic have been singled out for bans due to the unique environmental concern they cause. Plastic straws, which are small, lightweight, and nonbiodegradable, are easily swept into the water and break down into microplastic particles.

From the data above, we may assume that 50 percent of bars still use plastic straws while the other 50 percent have shifted to other solutions.

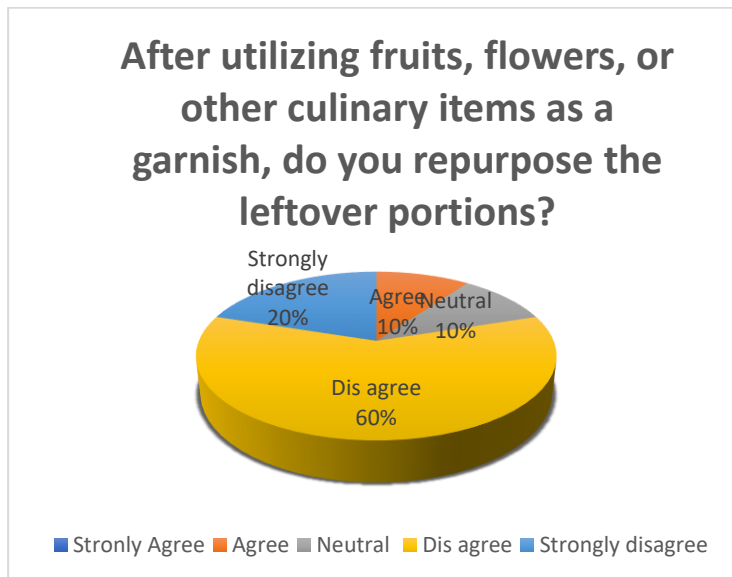
5. In your bar, do you still use paper coasters?



When it comes to a sustainable bar, one must prioritise the Paper coaster served alongside the beverage. Coasters can be replaced with any other recyclable material.

With the foregoing information, we can conclude that 70 percent of bars use coasters and 30 percent have adopted a sustainable alternative.

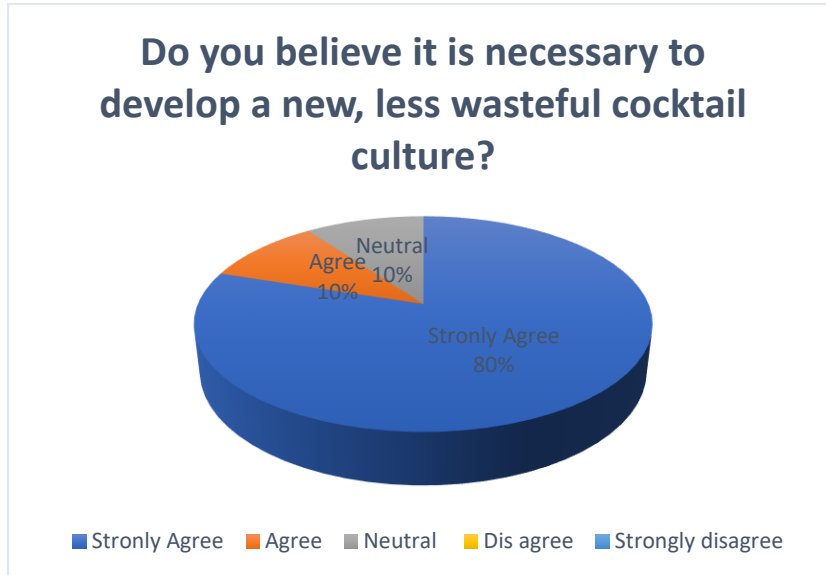
6. After utilizing fruits, flowers, or other culinary items as a garnish, do you repurpose the leftover portions?



By recycling leftover food as garnishes, we not only combat climate change, conserve energy, the economy, and improve food waste management, but we also generate energy and fertiliser. To improve the quality of our environment, we must embrace more effective strategies for food waste management in India.

60 percent of bartenders stated that they do not use the leftover fruits and peels when asked about reuses of fruits and peels, while only 30 percent agreed to reuse, and 10 percent remained indifferent.

7. Do you believe it is necessary to develop a new, less wasteful cocktail culture?



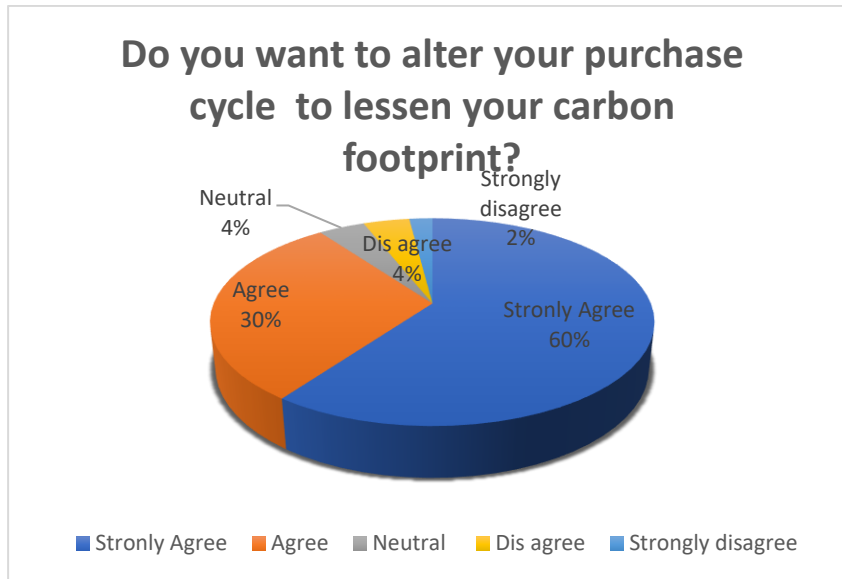
To make your task of making your bar eco-friendlier as simple as possible, don't overlook the importance of great role models. The London pub White Lyan, for instance, gained notoriety for being a zero-waste bar. Initially, it pledged to collect only one bag of garbage per night. And it committed to all the minor steps that made it possible: the bar adopted a policy of no ice, no fresh citrus, pre-mixed cocktails, and off-brand alcohol. This is an account worthy of celebration. And once one bar accomplishes a feat of this magnitude, it is much simpler for other bars to follow suit.

Also, keep an eye out for cocktail competitions with a focus on sustainability. This is a fantastic method to increase the visibility of your bar and to meet other bartenders that care about incorporating environmental considerations into their entire bar management philosophy. Making a bar more ecologically friendly is a simple notion, but it takes people to make it a reality.

Remember that bartenders may set a good example not only for other staff members, but also for each customer that orders a drink at the bar. All lengthy journeys begin with a single tiny step and deciding to eliminate plastic straws at the bar can be the first step on a long journey toward eco-sustainability.

Based on the information presented above, we may make the reasonable assumption that 90% of respondents intend to develop a new zero-waste sustainable cocktail culture, whereas 10% of respondents want to continue with the old practises.

8. Do you want to alter your purchase cycle to lessen your carbon footprint?



Carbon footprint refers to all carbon emitted into the atmosphere because of physical acts. This is one of the reasons why, for instance, the farm-to-table movement has become so popular: your carbon footprint is considerably smaller if the distance between the producer of food goods and the restaurant that uses them is as short as feasible.

Similarly, when ordering meals for a bar, you can employ the same strategy. Limes are a perfect example. Obviously, they will be out of season at certain times of the year. This implies that the limes will need to be transported from a great distance, which, when combined with the shipping and transportation expenses, will result in a massive carbon footprint. Consider how foods are produced, grown, and transported before imagining new cocktail ingredients. You will significantly reduce your carbon footprint if you do these actions.

Based on the information presented above, we may make the reasonable assumption that 90 percent of respondents want to alter their buying cycle, while 6 percent of respondents want to continue using the same approach, and 4 percent of respondents have remained undecided.

The second set of questionnaires was circulated to bar and pub clients.

Profile of the respondents-

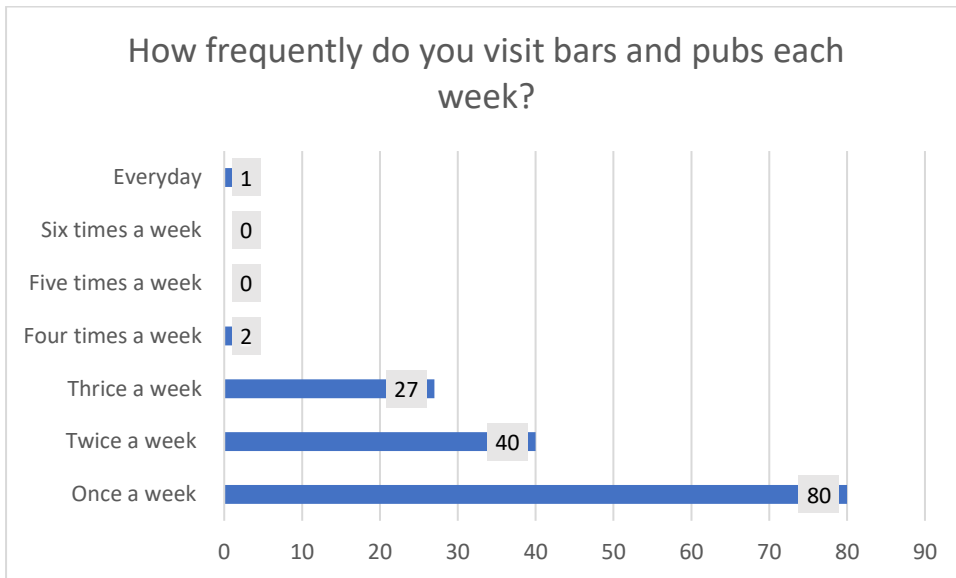
Total Sample	150
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Gender	Male	Female	Others
	115	33	2

Age	21-25 Years	26-35 Years	36-40 Years	40+ Years
	20	80	40	10

Marital Status	Married	Un Married
	115	35

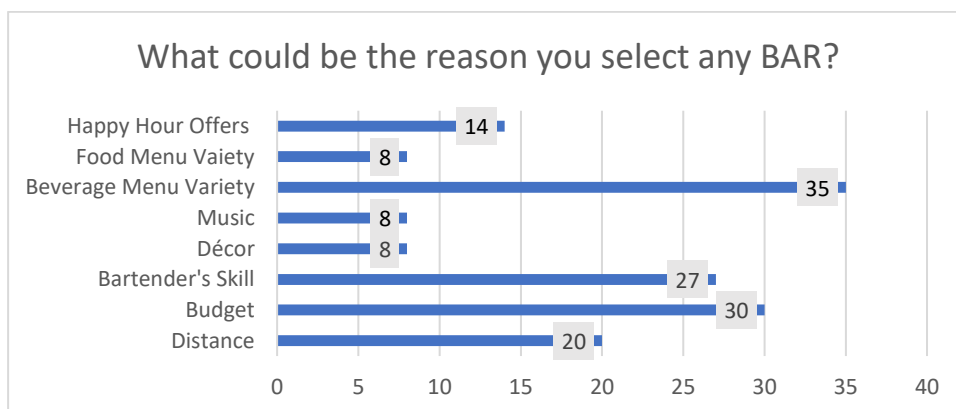
1. How frequently do you visit bars and pubs each week?



In the past two years, bars and pubs have risen faster than cafés due to younger clientele, competitive pricing, and a variety of options. (Bhushan, Ratna. "Bars and Pubs Growing Faster than Cafes - The Economic Times." *The Economic Times*, [economictimes.indiatimes.com](https://economictimes.indiatimes.com/industry/cons-products/food/bars-and-pubs-growing-faster-than-cafes/articleshow/59707144.cms?from=mdr), <https://economictimes.indiatimes.com/industry/cons-products/food/bars-and-pubs-growing-faster-than-cafes/articleshow/59707144.cms?from=mdr>. Accessed 6 Aug. 2022.)

53 percent of respondents frequent bars and pubs once per week, 27 percent visit twice per week, and 18 percent visit three times per week, according to the aforementioned survey. We may therefore assume that the majority of respondents frequent bars and pubs once each week.

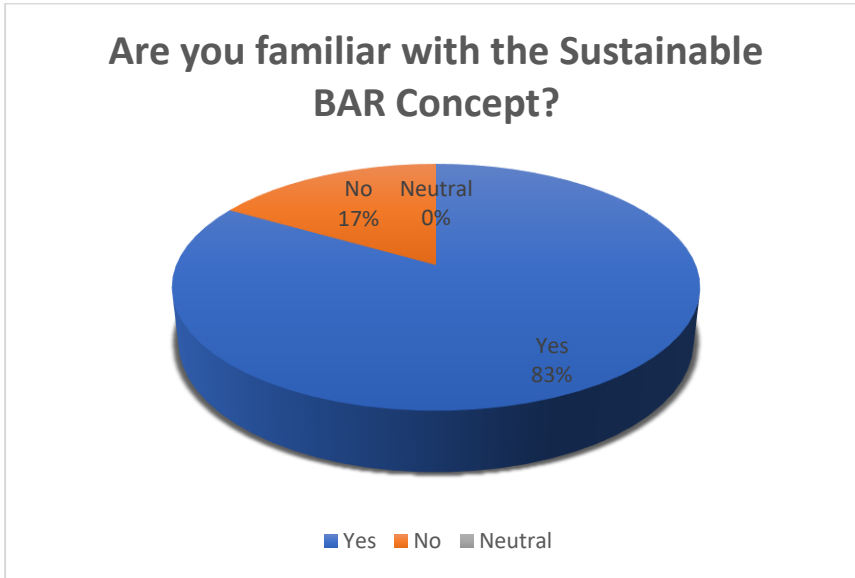
2. What could be the reason you select any BAR?



With the above survey, we might find out that 23% of respondents go to bars and pubs for the variety of drinks on the menu, 20% go for the price, and 18% go for the skill of the bartenders.

So, we can say that most of the people who answered the survey go to these places because they have a lot of food and drink options.

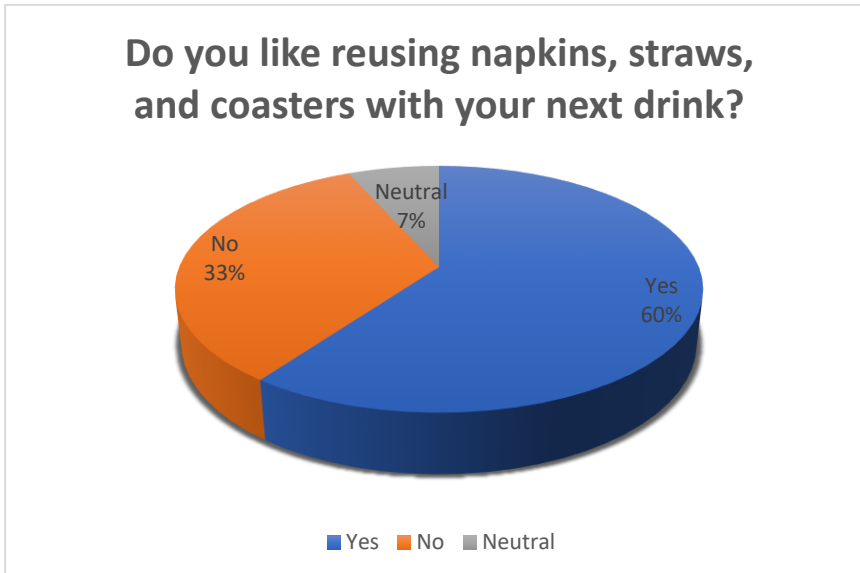
3. Are you familiar with the sustainable BAR concept?



According to the results of the above survey, 83% of customers were aware of the bar sustainable idea, while only 17% were not.

So, based on this number, we may assume that most responders understand the concept.

4. Do you like reusing napkins, straws, and coasters with your next drink?



Napkins made of fabric can be washed and reused.

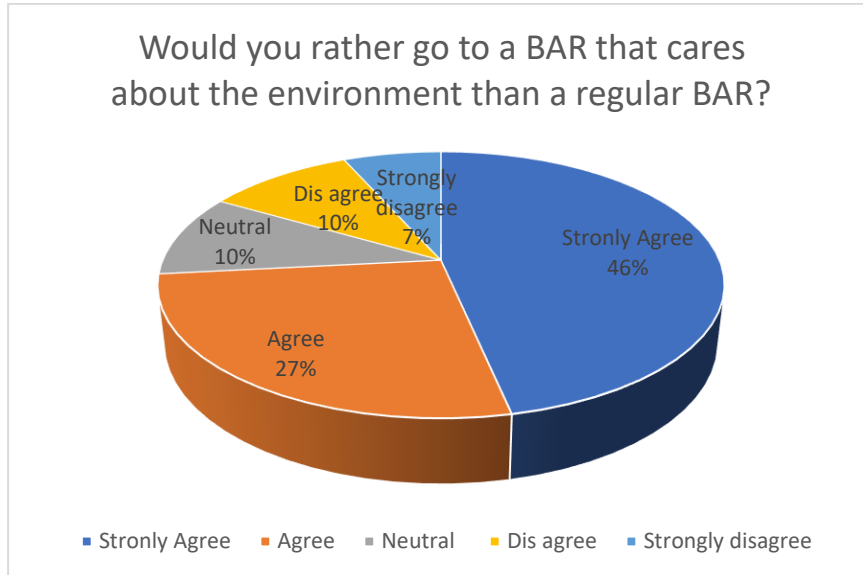
Coasters made of fabric or linen can be washed and reused often.

Singaporeans use lotus leaves as coasters that can be reused up to twenty times before being composted. We can use biodegradable stir sticks, straws and Changing to wooden branded swizzle sticks in bars may be an excellent move.

When asked about reusing products, 60% of the respondents agreed, 33% disagreed, and 7% stayed indifferent.

We can therefore draw the conclusion that most respondents prefer to utilise reusable straws, napkins, and coasters.

5. Would you rather go to a BAR that cares about the environment than a regular BAR?

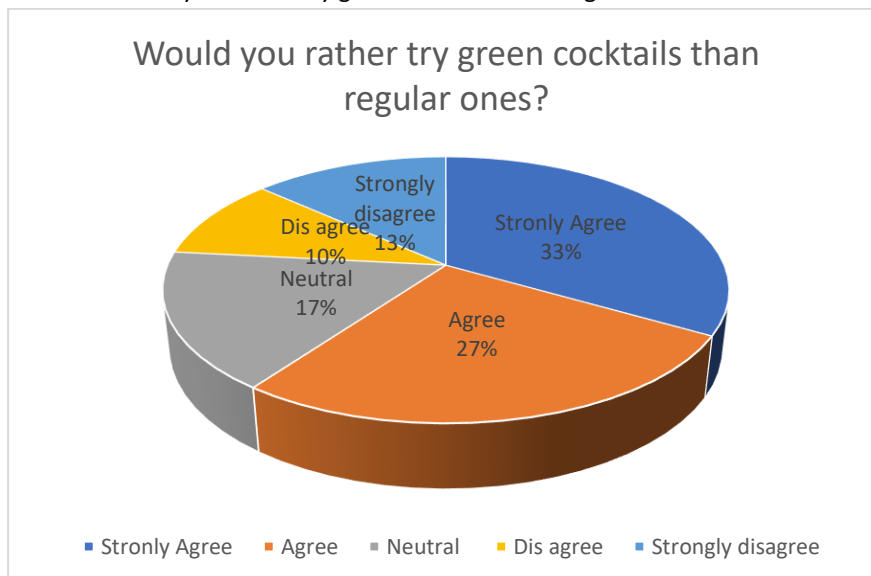


Customers gave a wide range of responses when asked whether they would choose to visit a traditional bar or a sustainable one.

73% of respondents stated they would prefer such bars that focus on sustainability; 17% of respondents disagreed; and 10% were undecided.

Therefore, based on the comments above, we may infer that the majority of individuals prefer to visit sustainable bars.

6. Would you rather try green cocktails than regular ones?



Each cocktail recipe has a backstory, and some of the recipes are even centuries old. These cocktail recipes also require critical thought in the modern world to make them environmentally sustainable. A customer's excitement is doubled when they learn that the cocktail, they are sipping has no adverse effects.

Customers were asked if they preferred green cocktails, and 60% of respondents said yes. Only 23% said they would stick with traditional recipes and ingredients, and 17% were undecided.

Therefore, we might infer that most of the respondents' desire to try green drinks.

#### Suggestions & Limitations

- Consider, reject, cut back, reuse, replenish, fix, repurpose, recycle, repeat, and rot!
- Before throwing anything in the recycling, we might want to fix it to extend its life.
- Bars should include own ice maker, the melted water from the ice be utilised to water the plants or make stock for the kitchen the following day
- On site brewery/microbrewery may help in reducing carbon footprint.
- On site modern gym/dance floor which may be customized and advanced that may generate some power.
- Switching to reusable straws/coasters/napkins.
- We can decrease the amount of these things' products, electricity, production, and trash. Almost everything can be reduced if we create smarter systems.
- A lot of pubs are trying to cut back on the amount of wastewater and produce that is thrown away at the end of the night. Some pubs only provide straws upon request, while others use vinegar instead of harsh cleaners to cut back on waste.
- We reuse the furniture and glassware in the bar, but we throw away the alcohol bottles after just one usage. Can we use something again before recycling or composting it?
- We could fix a juicer rather of buying a new one, reuse cherry jars as take-out containers, refill bathroom soap dispensers from bulk bottles, or use a coconut shell as a glass.
- To extend the shelf life of local and/or seasonal products by utilising one of various preservation procedures, we can include Preserves in this section.
- Residual pulps, fruits, peels can be used as a compost.

#### CONCLUSION

Sustainability will raise the demand for sustainable meals among diners in restaurants. Therefore, restaurant owners should become driven and capable of providing such sustainable menus.

The premise is that restaurants who excel at this will do better, as they may profit from an increase in customer demand. To accomplish this, they require programmes based on current, industry-specific research.

These days, sustainability is more than simply a popular subject or buzzword. People are putting their money where their mouth is and expressing their desire for it. Eating is more than just providing energy for the body for Millennials and Gen Z, who together make up more than half of the world's population. These groups' dietary habits tend to be more concerned with sustainability, animal welfare, and overall health. Consumers in the Millennial and Gen Z generations are more than prepared to pay more for sustainable goods and services—over 70% of them.

Concern about climate change and its effects in the next years is strongly tied to the need for sustainable choices. Restaurants and Bars are taking part in the transition to more environmentally friendly living and eating practises. Making goods and overall experiences more sustainable is both a goal and a challenge for brands.



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