

University of Wisconsin-Madison

Member Information

<u>Name</u>	<u>Year</u>	<u>Major</u>
Christopher Waller	Junior	Mathematics
Maya Labinski	Junior	Philosophy
Alex Gowing	Junior	Neurobiology, Philosophy

Advisor(s): Aaron Yarmel, J. J. Grinde, Lauren Hince

Topic: Dunkin' Donuts - Reducing Food Waste

Division: Undergraduate

Audience: Board of Directors (Dunkin' Donuts)

Executive Summary

The narrative around Dunkin' Donuts over the past several years, driven by a series of TikTok videos depicting employees throwing out crates of donuts, has been laser-focused on its lack of food waste reduction practices. Currently, Dunkin' Donuts is suffering from serious economic inefficiencies, engaging in practices which may soon violate the new legal trends, and, most importantly of all, missing out on an opportunity to meet all of its stakeholders' needs. On top of all of this, competitors like Starbucks are attempting to address these issues, leaving Dunkin' Donuts in a precarious position.

To solve these problems, we suggest Dunkin' Donuts tackle the issue of food waste head on, tracking their food usage by partnering with waste groups to reduce front-end waste, and following the pyramid of food waste to reduce back-end waste as well. We will demonstrate that by taking these steps, Dunkin' Donuts has an opportunity to fulfill its commitments to all of its stakeholders (shareholders, employees, customers, local communities) and solidify its place in the modern economy.