

Huskee.

Each year, over  
600 billion takeaway  
cups pile up in landfill.

To solve this problem,  
we need a global community  
of cafes and coffee drinkers  
who swap a single cup.

We need **HuskeeSwap**.



# HuskeeSwap

THE ULTIMATE REUSABLE COFFEE CUP SWAP SYSTEM



## Why join HuskeeSwap?



Eliminate the  
ongoing cost  
of disposables



Reduce waste  
with a closed  
loop system



Increase  
bar flow &  
efficiency



Sophisticated  
drinking  
experience









Increase in retail  
sales & gain  
new customers



Streamlined,  
universal  
cafe inventory

# Huskee.™

-  Keeps your coffee hotter for longer
-  Comfortable to hold
-  Durable and reusable
-  Non-toxic (BPA-free)
-  Re-purposes waste material (coffee husk)
-  Dishwasher friendly

## FAQs

### DO YOU OFFER CUSTOM BRANDING?

By keeping **HuskeeCup** unbranded, cafes world wide can partner together to tackle the global problem of single use disposables.

Custom branding is a point of friction for customers swapping between various locations, which is why we need to avoid it for the system to work.

We understand this requires a small sacrifice, however, we believe it's worth it for the sake of sustainability for the industry!

### HOW MUCH STOCK DO WE NEED TO HOLD?

To get started as a HuskeeSwap location, you will need to verify that you are carrying a 'float' of **HuskeeCups** for the swap, as well as **HuskeeCups** available for sale to your customers.

**Float stock:** The exact float composition can be adapted to suit your cafe (in terms of size and colour preference), however, we recommended getting started with 4 units of each SKU, and more of your most popular sizes (Note: 1 unit = cup and lid together)

**Retail stock:** In addition to the float purchase, we require that your site has stock available for retail sales. For a coffee drinker to enter the system, they need to either bring their existing **HuskeeCup**, or buy a new one. Because of this, we want to make sure all our HuskeeSwap locations have stock ready for sale, so ensure any interested coffee drinker can join the system straight away!



6oz - \$16

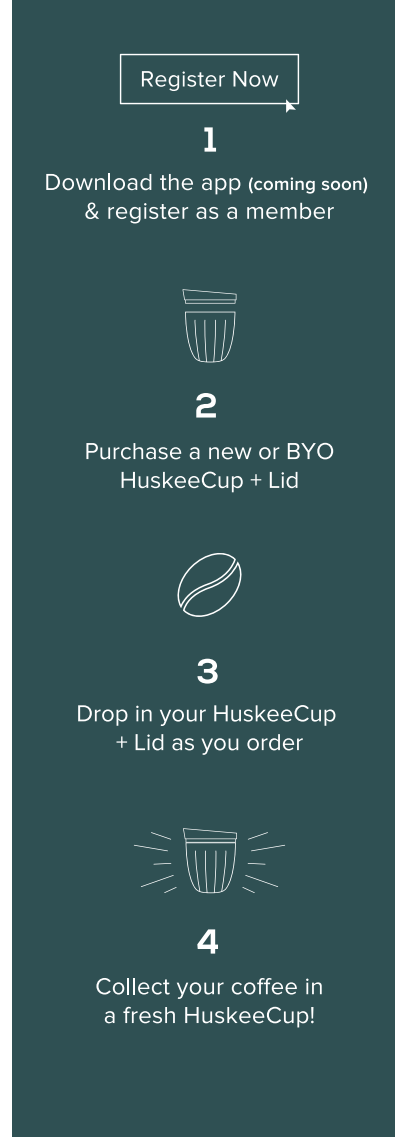


8oz - \$18

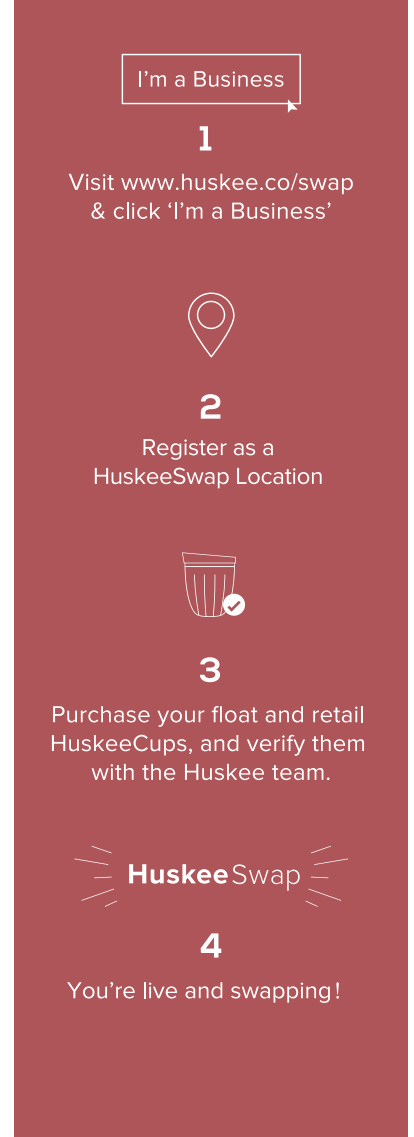


12oz - \$20

## HOW IT WORKS FOR: YOUR CUSTOMERS



## YOUR CAFE



Make the transition to a waste-free cafe simple for your customers with the incentive of a sophisticated, internationally-award winning cup! [www.huskee.co/ swap@huskee.co](http://www.huskee.co/swap@huskee.co)

