

CORNER OFFICE

Tax Perks of Going Green

OPERATIONS

Your Supplier 'Marriage'

ONES TO WATCH

Tender Greens

SECOND LOCATION

Opening in an Airport

# QSR

Limited-Service, Unlimited Possibilities

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BEING SPECIAL ISSUE GREEN

HUMAN RESOURCES

## Working for Green

Quick-serve operators find that going green helps attract and retain employees. By Denene Brox

AVOIDING GREENWASHING:

### How Not to Go Green

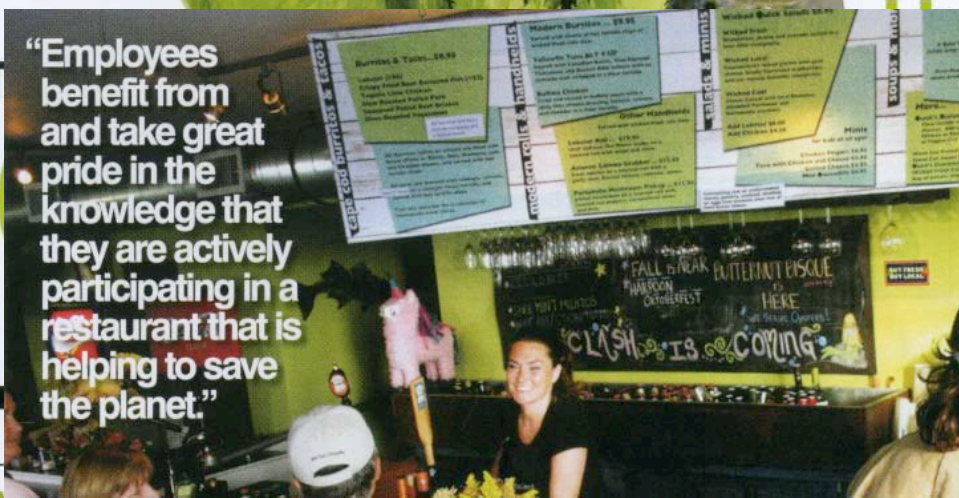
ASKING THE RIGHT QUESTIONS:

### Selecting Sustainable Seafood

### YOUR GUIDE TO EC TOOL

WATCHING THE BOTTOM LINE

### Organic vs Local Ingredients



Ann Gentry, owner of Los Angeles vegan restaurant Real Food Daily, also says that her company's reputation as a green restaurant attracts committed employees.

"They benefit from and take great pride in the knowledge that they are actively participating in a restaurant and, on a larger scale, a movement, that is helping to save the planet," she says. "This has led to incredible retention rates among our employees."



IT'S GREEN TOO!

FRESH IDEAS: SALAD BARS

