

OUR ULTIMATE SOLUTION TO
WASTEFUL TO GO PACKAGING...

TIFFIN

* STAINLESS STEEL *

* DISHWASHER SAFE *

\$20

*** GET 50% OFF YOUR FIRST MEAL!**

* SAVE \$ AND THE PLANET EVERYTIME
YOU USE IT FOR YOUR TO GO ORDER!

TIFFIN... THE ULTIMATE TO GO BOX

...KEEPS HOT FOOD HOT & COLD FOOD COLD,
POPS IN THE DISHWASHER AND SAVES YOU
MONEY EVERY TIME YOU REUSE IT AT MAIN
SQUEEZE! SO BUY TWO, AND KEEP ONE AT
MAIN SQUEEZE SO IT'LL BE THERE WHEN YOU
CALL IN YOUR TO GO ORDER. PERFECT TO
BRING ALONG FOR LEFTOVERS WHEN YOU
EAT OUT, TO PACK THE KIDS LUNCH OR YOUR
OWN. WE THINK THE TIFFIN IS THE PERFECT
WAY TO ENJOY YOUR TAKE OUT WITHOUT EVER
AGAIN HAVING TO ASK ...

"WHEN I GET IT TO GO, WHERE DOES IT GO?"

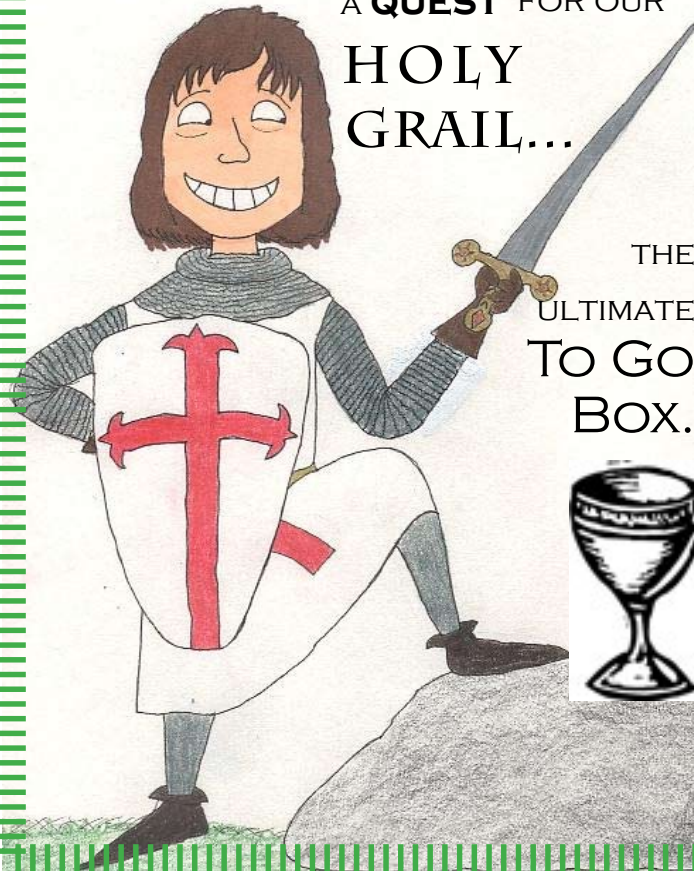


THE STORY OF HOW WE CAME TO
LOVE THE TIFFIN

10 YEARS AGO MAIN SQUEEZE
NATURAL FOODS CAFE BEGAN

A **QUEST** FOR OUR

**HOLY
GRAIL...**




THE
ULTIMATE
To Go
Box.




OPERATING A SUSTAINABLE BUSINESS
MEANS FINDING TO GO PACKAGING THAT
SAFELY TRANSPORTS YOUR FOOD OR
DRINK WHILE CREATING AS LITTLE
DAMAGE TO THE EARTH
AS POSSIBLE.

PETROLEUM-
BASED PLASTICS,
CONTRIBUTE TO
THE DEMAND FOR
OIL, FUELING THIS
WAR AND LIKELY
OTHERS. SO IN
2001 WE BEGAN
USING CORN-
BASED TO GO
PACKAGING....


NO WAR FOR OIL



COULD A CORN-BASED POLYMER KNOWN AS **PLA**, BE OUR **HOLY GRAIL**? WE HOPED SO, BUT THE DISAPPOINTING TRUTH ABOUT PLA IS THAT IT DOESN'T JUST MELT AWAY IN YOUR HOME COMPOST... IT CAN TAKE MORE THAN A YEAR TO COMPLETELY BIODEGRADE.



CURRENTLY ALL OF OUR JUICE & SMOOTHIE CUPS, LIDS, STRAWS, SALAD BOXES, PORTION CUPS, DELI CONTAINERS AND ALL OF OUR TO GO CUTLERY IS MADE FROM PLA.



MUCH OF THE CORN USED FOR PLA IS BIO-ENGINEERED, AND THAT'S BAD FOR THE ENVIRONMENT AND ORGANIC FARMERS. SO STUCK BETWEEN A WAR (NOT WANTING TO GO BACK TO PLASTIC) AND A (BIOENGINEERED) CORN PLACE, WE CONTINUED OUR QUEST FOR OUR HOLY GRAIL...

...AND WE FOUND IT IN
MUMBAI, INDIA....

IN THE INDIAN CAPITOL OF MUMBAI 5000 **DABBAWALLAS**, OR DELIVERY PEOPLE, TRANSPORT FRESHLY MEALS IN **TIFFINS**, OR DABBAS, TO MORE THAN 200,000 WORKERS EVERY DAY. USING BICYCLES, HUMAN-PULLED WOODEN CARTS, AND A STRONG NECK, DUBBAWALLAS BOAST A 99% ACCURACY RATE, PRETTY AMAZING CONSIDERING MOST ARE ILLITERATE AND THE COMPANY RUNS WITHOUT COMPUTERS.



WHILE WE AREN'T QUITE READY
TO LAUNCH A DUBBAWALLA-
INSPIRED MEAL DELIVERY SYSTEM,
WE ARE THRILLED TO HAVE FOUND
OUR **HOLY GRAIL**...THE TIFFIN!
GET YOURS FOR \$20 AND FEEL
GREAT ABOUT ALL THE
PACKAGING YOU AREN'T WASTING!
MAIN SQUEEZE AND THE PLANET
SAY THANKS!



HAIL THE HARD WORKING DUBBAWALLA,
AND HAIL THE GRAIL....THE TIFFIN!