



● BEHAVIORAL CAMPAIGN & ENERGY & WATER






## WHY

Max Burger, leader on sustainability in the Swedish fast food industry, sought to educate customers about the carbon impact of their choices from the Max Burger menu.




## HOW

- In 2007, Max Burger analyzed the impact of its menu on climate change and found meat accounted for 70% of the business' carbon emissions.
- Alongside reducing its direct carbon footprint, in 2008 Max added climate labels to menus for all products, allowing customers to compare the options.
- The labels are clearly displayed on all menus in store and show the climate equivalent of the burgers production from farm to fork.

## BUSINESS VALUE

 RISK	<b>Short term cost</b> – Ingredients for low carbon options, which are growing in volume, are less expensive than beef (a high carbon option).
 REPUTATION	<b>Brand loyalty</b> – In the year it started carbon labeling, Max Burger was voted Sweden's most popular burger chain. <b>Brand awareness</b> – The world-first initiative gave Max Burger worldwide media coverage.
 MARKET	<b>New segment access</b> – The restaurant now draws in a new customer base with vegetarian and healthier offerings.
 SALES	<b>Growth</b> – Customers are ordering more non-beef options, causing sales of low carbon alternatives to increase.
 INNOVATION	<b>IP</b> – Max Burger is able to assess the carbon impact of its entire food range.

## CONSUMER VALUE

-  **FUNCTIONAL**  
The information on carbon labels makes it easier for people to choose options that are 'better for the environment.'
-  **EMOTIONAL**  
Customers who believe it's important to be environmentally friendly use the carbon label information to make it easy to choose an option that fits with their beliefs.
-  **SOCIAL**  
Choosing a visibly low carbon option sends a signal to that persons friends about what they think is important.

## RESULTS

- Max Burger stores now average 11%-15% profit margins versus an average of 2%-5% at large competitors. [Source](#)
- Sales of low carbon alternatives increased by 16%. [Source](#)
- Between 2007-2009, customer loyalty increased by 27%. [Source](#)
- Max Burger has received worldwide media exposure, and won several sustainability awards in 2008 and 2009. [Source](#)