

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!

HOW IT WORKS FOR: YOUR CUSTOMERS

- 
1
Download the app (coming soon) & register as a member
- 
2
Purchase a new or BYO HuskeeCup + Lid
- 
3
Drop in your HuskeeCup + Lid as you order
- 
4
Collect your coffee in a fresh HuskeeCup!

YOUR CAFE

- 
1
Visit www.huskee.co/swap & click 'I'm a Business'
- 
2
Register as a HuskeeSwap Location
- 
3
Purchase your float and retail HuskeeCups, and verify them with the Huskee team.
- 
4
You're live and swapping!



6 oz - \$21



8 oz - \$24



12 oz - \$27

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)

