

## **Roland Dickey, Jr. Announces New Eco-Friendly Initiatives**

*Roland Dickey, Jr., CEO of the successful Dickey's Barbecue franchise, is introducing new paper products and other non-food items debuting in 2016 to create smaller carbon footprint system-wide*

Dallas, TX -- February 22, 2016 (FPRC) -- Dickey's Barbecue Restaurants, Inc. is launching new products system-wide that will not only reduce its carbon footprint but generate more opportunities for profitability for Owner/Operators. New greener products include paper products, clamshell takeout containers and wood pellets as well as the elimination of foam products. Eco-friendly catering plates are also in the works and are planned to debut by May 2016.

Dickey's new paper towels not only replace current back-of-house paper products, but will also replace front-of-house napkins. These unbleached towels are made from 40 percent post-consumer recycled fiber and exceed EPA guidelines. New toilet paper also exceeds EPA guidelines, made from 25 percent post-consumer recycled fiber and meets the Green Seal standard by using less water and no chlorine during processing. Dickey's is also using butcher paper for dine-in service, which is made of natural unbleached craft paper and is fully recyclable.

New clamshell takeout containers are made of 100 percent sugarcane, which is fully compostable and fully recyclable. They are lined with wax, which gives the containers the sturdiness needed for takeout but also allow them to be fully eco-friendly. A new three-compartment catering plate made of sugarcane is also in the works to replace foam plates.

A spokesperson for Roland Dickey, Jr. explained, "We are proud to roll out these green improvements to current products". Positive feedback from Owner/Operators and guests inspire us to continue moving toward more sustainability initiatives and eco-friendly practices."

Dickey's also rolled out its proprietary blend of wood pellets to be used in smokers last October with the debut of its newly redesigned store concept. The wood pellets are made of a blend of hickory, cherry and other flavorful woods, and use 80% less wood use than a traditional pit smoker, drastically reducing the carbon footprint.

About Roland Dickey, Jr.: Roland Dickey, Jr. is the CEO of Dickey's Barbecue chain of fast-casual restaurants, and has led the franchise to over 500 stores and multiple awards, as well as being named one of the top 20 most influential restauranteurs. He regularly travels the country speaking at events and conferences on how franchises can reach the next level. For more information please visit: <http://www.rolanddickeyjr.com/>

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### **Keywords**

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