



Fact file

The Nordic pizza chain Kotipizza operates around 280 restaurants in Finland, of which around 100 are franchise pizzerias [1]. This makes it the largest pizza chain in both Finland and the Nordic countries. In 2018, it enjoyed sales of over 121 million euros, amounting to approximately 10 million pizzas per year [2]. The chain's restaurants offer home delivery through their own website or via third-party delivery services.

Kotipizza has a strong corporate responsibility programme that has strived to address such problems as food waste and packaging issues. According to the group, food waste has been tackled through the use of effective business models, logistics systems, portion sizes and tailoring the toppings to current tastes. In addition, the company encourages diners in its restaurants to take partially eaten pizzas home, for which they provide a cardboard pizza box [3]. This box is the same that is used for the firm's take out pizzas. The company stresses that the box contains no harmful chemicals, which is a problem with some other pizza boxes [4]. Nevertheless, the boxes themselves represent a serious recycling challenge, as once oil has penetrated the cardboard, it is impossible to separate it from the paper fibres during the pulping process. Consequently, soiled boxes must be incinerated [4], representing a significant waste of resources.

Sources:

[1] Kotipizza (n.d). 'Tietoa kotipizzasta'. Available at <https://www.kotipizza.fi/franchise/yritysinfo>

[2] *MTV uutiset* (2019) 'Kotipizza paljasti Suomen suosituimman kolmen täytteen pizzan – tilaisitko sinä tämän?'. Available at <https://www.mtvuutiset.fi/makuja/artikkeli/kotipizza-paljasti-suomen-suosituimman-kolmen-taytteen-pizzan-tilaisitko-sina-taman/7617908#gs.th6atv>

[3] Kotipizza (2019) 'Ruoka ei kuulu roskeen, vaan ResQ Clubiin'. Available at <https://www.kotipizzantarinat.fi/basic/ruoka-ei-kuulu-roskeen-vaan-resq-clubiin/>[4] *The Guardian* (2004) 'Good product, bad packaging: top sustainable packaging mistakes'. Available at <https://www.theguardian.com/sustainable-business/2014/jul/18/good-product-bad-package-plastic-recycle-mistakes>