



## Press Release

Gastronomy | Reuse | City & Region of Bern

### 65 per cent chose reuse. The next real-world test now follows in Bern.

In March 2026, the Bern-based reuse company reCIRCLE continues the 'Reuse Wednesday' initiative as part of the EU research project STOPP. Following successful results from the first implementation, the campaign day will now be carried out on four consecutive Wednesdays at the Bern establishment 'Casa di Mamma'. The real-world test examines how a regular focus on reusable packaging affects the day-to-day take-away environment and the consumption behaviour of guests, particularly among a young target group.



Figure 1: In March 2026, reCIRCLE is once again testing 'Reuse Wednesday' at 'Casa di Mamma' in Bern and, as part of the EU project STOPP, analysing the impact of a regular focus on reusable packaging in the takeaway sector.

## Successful real-world test at 'Wow Momo'

The first implementation in autumn 2025 at 'Wow Momo' in Bern showed clear effects: while around 25 per cent of take-away meals are normally purchased in reusable containers, the share during the four 'Reuse Wednesdays' averaged 65 per cent.

Even two weeks after the campaign had ended, the reuse rate remained significantly higher than before the test phase at 34 per cent. The results show that a clearly visible, recurring focus on reusable packaging can sustainably influence customer behaviour. These findings form the basis for the second implementation.



Figure 2: By participating in 'Reuse Wednesday', the Bern establishment 'Casa di Mamma' supports the goal of establishing reuse as a practical solution and strengthening the circular economy. Pictured from left to right: Kim Sarah Rothenbühler, Managing Director of 'Casa di Mamma', and Ursina Haslebacher, STOPP Project Manager.



## Second implementation in a new gastronomic setting

With 'Casa di Mamma', the concept is now being tested in a different setting. The centrally located take-away store in the heart of Bern offers freshly prepared pasta and pinsa, as well as catering for events, business lunches and festivals. Kim Sarah Rothenbühler, Managing Director of Casa di Mamma, emphasises:

"We take responsibility by promoting more sustainable alternatives and thereby strengthening the circular economy. At the same time, we are committed to establishing reuse as a practical solution and encouraging our customers to rethink their habits."

The location in the heart of the city attracts a particularly young and trend-conscious customer base. This target group makes the site especially interesting for the research project. Ursina Haslebacher, STOPP Project Manager at reCIRCLE, explains: "Following the positive results at Wow Momo, we now want to examine how a recurring focus on reusable packaging performs in a different gastronomic environment, particularly among a young audience. The real-world test provides us with concrete data on usage, operational processes and customer reactions in the take-away sector."

## Standard instead of exception: reuse takes centre stage in take-away

With 'Reuse Wednesday', reusable packaging is consistently placed at the centre of operations. The aim is to establish reuse as a simple and natural choice in everyday take-away situations. Eye-catching communication materials in the restaurant make the campaign visible, while dishes are served in reusable containers by default. Single-use packaging remains available on request.

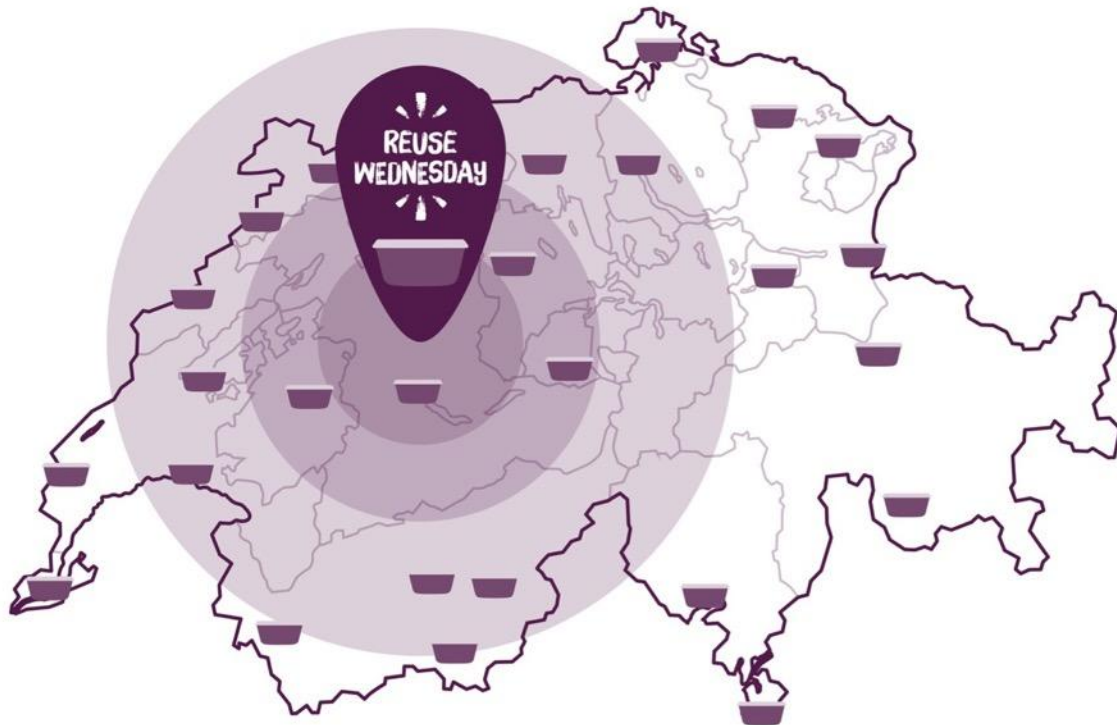


Figure 3: The reUSE Wednesday pilot project is part of the EU research project STOPP (Strategies to Prevent and Reduce Plastic Packaging Pollution from the Food System), which aims to drastically reduce plastic waste in the food sector.

**Note to editors:**

**The four Wednesdays at 'Casa di Mamma': 4 / 11 / 18 / 25 March 2026.**

A raffle will also take place. Ten free lunches will be raffled off over the entire duration of the campaign.

**Part of a European research project**

The Bern pilot is part of the EU research project STOPP (Strategies to Prevent and Reduce Plastic Packaging Pollution from the Food System), which aims to drastically reduce plastic waste in the food sector. New business models, technological innovation and changes in consumer behaviour form the core of the initiative. As the



Swiss partner in the project, reCIRCLE contributes its extensive experience with reuse systems and tests practical solutions together with restaurants. “Switzerland has enormous potential to anchor reuse in the take-away sector. With its strong awareness of sustainability and a growing network of committed restaurants, Bern provides the ideal foundation,” emphasises Haslebacher.

[www.stopp-project.eu](http://www.stopp-project.eu)

### **Outlook**

In the future, ‘Reuse Wednesday’ will be implemented regularly with different restaurants in various cities. Interested gastronomy businesses can contact reCIRCLE to become part of this movement. In the long term, the initiative aims to develop into a nationwide ‘Reuse Wednesday’ across Switzerland.

### **Notes for editors:**

About ‘Casa di Mamma’

‘Casa di Mamma’ operates a take-away store in the centre of Bern offering freshly prepared pasta and pinsa, as well as catering services for festivals, business events and other occasions.

Website: [www.casadimamma.ch](http://www.casadimamma.ch)

### **About reCIRCLE**

reCIRCLE AG is the leading provider of reusable solutions for take-away and delivery in Switzerland. Since 2016, the company has been promoting a circular food culture through a nationwide network of partner businesses – sustainable, practical and economically viable.

Website: [www.recircle.ch](http://www.recircle.ch)

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