



## **PIZZAEXPRESS RESPONDS TO CUSTOMERS AND PHASES OUT PLASTIC STRAWS**

- PizzaExpress becomes first UK pizza restaurant brand to commit to phasing out plastic straws***
- Brand responds to five-year-old customer, Ava***
- It will replace six million plastic straws with biodegradable and recyclable straws by summer 2018***

PizzaExpress prides itself on listening to its customers, so when Ava, aged five, sent a letter asking the brand to stop putting plastic straws in her drink because “they are very bad for animals.”, it spurred the business to make a change.

The pizza restaurant brand is now phasing out single-use plastic straws from all its 470+ restaurants from summer 2018. Instead, it is replacing them with biodegradable and recyclable paper versions.

PizzaExpress' customers use six million plastic straws every year in its UK, Ireland and Jersey restaurants, so the move is a significant one.

### **Zoe Bowley, Managing Director at PizzaExpress said:**

“At PizzaExpress we are very conscious of the detrimental impact of plastics on wildlife and the environment. We received a letter in 2017 from one of our customers, Ava, aged 5, highlighting this impact and it spurred us on to continue working hard to significantly reduce the amount of plastic waste through our restaurants. We have already taken the decision to stop using

plastic straws in our 460+ UK restaurants and will move to a biodegradable paper straw by this Summer.

Here is the letter, from Ava, aged 5:

To pizza express;  
My name is Ava.

I am writing because me  
and my brothers eat in  
pizza express a lot.

When I get my drink  
it always has a plastic  
straw in it.

I am writing to please  
ask you to stop using

plastic straws as they are  
very bad for animals. They can get  
stuck in their mouths and get  
noses.

Could you only use straws if  
people ask for them as I  
don't want any animals  
to get sick.

Thank you from Ava  
age 5

Visit [www.pizzaexpress.com](http://www.pizzaexpress.com) for further information.

- ENDS -

For further information please contact the PR team at Lucre:

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