



CASE STUDY Isaac's Way

Location:

73 Carleton St. Fredericton, NB.

Contacts:

Jason and Tina LeJeune, 472-7937

Products and Services:

Restaurant

Date of Case Study:

May 20th 2009

Achievements:

A consistent favorite among the local restaurant scene, Isaac's Way offers both new tastes and new sights; kayaks hanging from the ceiling, beautiful patios on the surprisingly quiet Carleton Street and of course delectable dishes served up by head chef Jesse Demers! What's more is that Isaac's Way is now a Green Shops member; so to the list of "reasons to visit", add Tina and Jason LeJeune's environmental philosophy!

Internalizing the financial costs and environmental costs of generating waste, Jason LeJeune of Isaac's Way has taken it upon himself to deliver the entire restaurant's recyclables to the landfill every week. This alone has decreased his waste collection from an industrial-size dumpster, to only 5 Trius dollies!

Also of very notable mention, Isaac's Way is heated and cooled in a very environmentally conscious manner; an air to air heat exchanger. A heat exchanger is a device used to transfer heat from one medium to another. Even in -15°C winter weather there is ambient heat in the air. A heat exchanger, like the one used at Isaac's Way extracts that heat and transfers it to the indoors! And finally, albeit among many other actionable items, Jason and Tina LeJeune offer compostable take-away containers, allowing the consumer to "do the right thing" as well! In an industry that is not necessarily renowned for environmental innovation, Isaac's Way is setting high standards, and is quickly becoming an "environmental force" to be reckoned with!

With an impressive tally of 32 credits, Isaac's Way has achieved Gold member status already. While maintaining that status requires some work, Jason and Tina are committed to numerous other actionable items, including re-evaluating CFL and LED lighting for their space. Good Luck!