

Cloth beats paper. Here's proof.

75%
of U.S. consumers
associate tables

SET WITH CLOTH
with better
FOOD QUALITY.



U.S. consumers who said they preferred
cloth napkins reported paying

64% MORE FOR AN
ENTRÉE

than those who preferred
paper napkins.



77%
of U.S. consumers

notice the way a table is set when
visiting a restaurant.



88%
of U.S. consumers associate
tables set with cloth
with better service.



The average U.S. consumer
uses **3 PAPER
NAPKINS**
per meal compared to
**1 CLOTH
NAPKIN.**



84% of U.S. consumers
associate tables
set with cloth with being
ENVIRONMENTALLY
FRIENDLY.

