

Hesburger's Shift to Reusable Tableware Starts from Lithuania – New Cups Made of Biobased Sulapac Material

Customers visiting any of the 69 Hesburger outlets in Lithuania can now enjoy their drinks in reusable Sulapac cups. Lithuania is the starting point for the burger chain's ambitious aim to introduce reusable tableware across all its restaurants by 2030. Together, the Nordic companies show that reuse doesn't have to mean more plastic.

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Finland's largest burger restaurant chain [Hesburger](#) kicks off an ambitious project to phase out single-use tableware. To ensure the best possible outcome for the environment, their customers, and the business, Hesburger partnered with pioneering material innovation company [Sulapac](#).

Sulapac's solution for reusable tableware – the 100% biobased Sulapac Solid material – performs like conventional plastic but does not leave behind microplastic pollution. It has a significantly lower carbon footprint than traditional plastic. Once the Sulapac cups reach their end-of-life, after up to 300 washing cycles, they can be efficiently recycled into new food-grade material.

"Cups made of Sulapac Solid are already in use at all 69 Hesburger locations in Lithuania. Lithuania was chosen as the starting point due to new national regulation passed in May 2025 requiring restaurants to provide reusable alternatives. We are glad to pilot with Sulapac cups which gives our customers a choice to choose between reusable and paper cup," says **Eeva Mäki**, Global Sustainability Manager at Hesburger.

"We are proud to be part of Hesburger's reuse transformation, enabling the benefits of reuse without increasing the consumption of fossil-based plastic. By choosing Sulapac over conventional plastic, one helps to protect ecosystems – and human health," says **Miki Lahtinen**, Chief Commercial Officer at Sulapac.

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Sulapac Ltd is an award-winning material innovation company bringing solutions to the global plastic crisis. By replacing conventional plastic with sustainable, beautiful, and functional Sulapac materials, companies can reduce their carbon footprint, eliminate microplastic pollution, and advance the bioeconomy. The Helsinki-based company was founded by three scientists in 2016 and serves customers across various industries on three continents. Investors behind Sulapac®, the patented material innovation, include CHANEL and Lifeline Ventures.

Burger-In Oy is a Finnish family business, and Hesburger is its registered trademark. Hesburger restaurants can be found in nine countries: Finland, Estonia, Latvia, Lithuania, Germany, Ukraine, Bulgaria, Poland, and Romania. In Finland, Hesburger employs about 6,000 people, and abroad about 3,100 people. In 2024, its sales including tax were €295 million in Finland and €193,6 million abroad.