

TIM HORTONS — ORGANIC GROWTH EFFICIENCY PROGRAM

Enhanced Strategic Overview & Iterative Growth Framework (2025–2030)

Purpose

This publication outlines Tim Hortons' organic efficiency transformation, uniting sustainability and profitability through disciplined, iterative improvements.

Scope

Modeled outcomes from 2025–2030 across five domains: food waste, packaging, energy, sourcing, and customer participation.

Design Standard

Rendered in Eclipse/Accenture style with ChatGPT-enhanced structure; US Letter, print-ready, fully embedded assets.

Strategic Implementation & Outcome Metrics

1. Food Waste Reduction (25%)

AI demand-forecasting + redistribution reduce overproduction by 25%, saving \$50M annually ($\approx 60,000t$ CO \blacksquare avoided).

Iterative Impact: Every 5% cut yields $\approx 1.5\%$ operational accuracy.

2. Packaging Efficiency (50%)

Compostable packaging + cup-return program cuts costs and lifts sales by \$60M.

Iterative Impact: 10% packaging optimization $\approx +7pt$ sustainability perception.

3. Energy Efficiency (20%)

LED retrofits, smart thermostats, and pilot solar yield \$45M utility savings and $\approx 22,000t$ CO \blacksquare reduction; payback $< 3yrs$.

Iterative Impact: 4% yearly energy-intensity drop $\rightarrow 25\%$ cumulative savings.

4. Local Sourcing (70%)

Regional contracts save \$25M freight; hedge \$15M commodity volatility; $\approx \$100M$ local GDP impact.

Iterative Impact: +10% localization $\rightarrow -8\%$ delivery emissions, +6% inventory turns.

5. Customer Participation (40%)

Reusable cup adoption saves $\approx 200M$ cups/year, $-\$20M$ materials, $+\$95M$ revenue.

Iterative Impact: +5% adoption $\approx +0.2ppt$ revenue growth/yr.

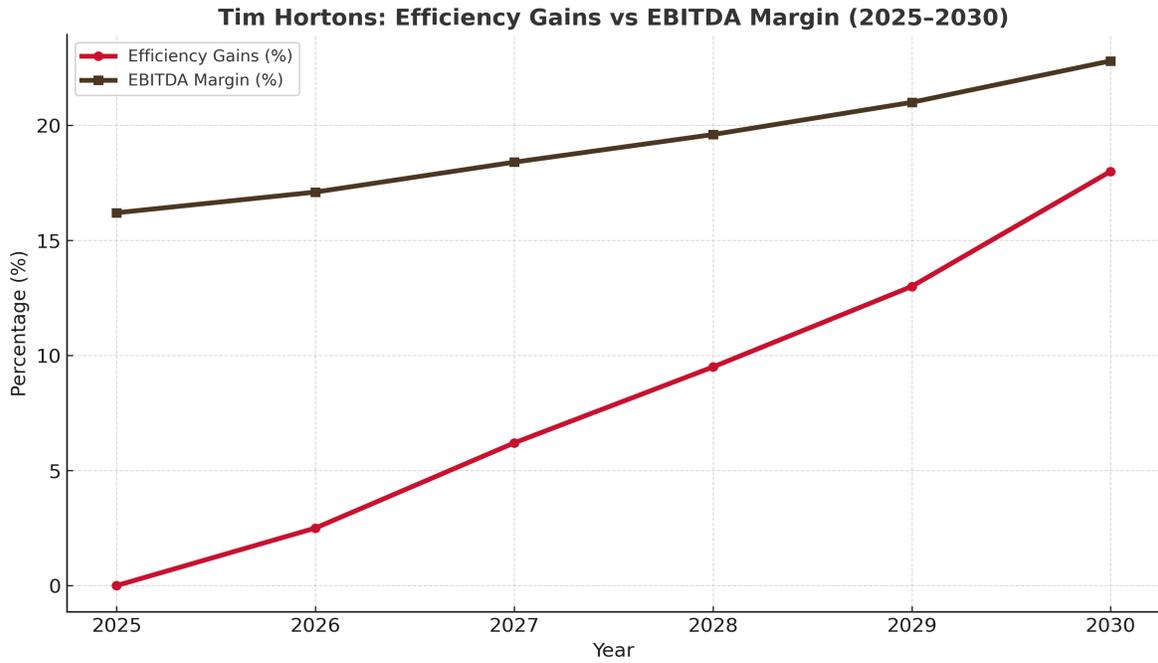
Compounded Summary (2025–2030)

Efficiency +18%; Cumulative Cost Savings \$520M; Incremental Sales \$500M; EBITDA Margin 22.8% ($\uparrow 6.6pts$).

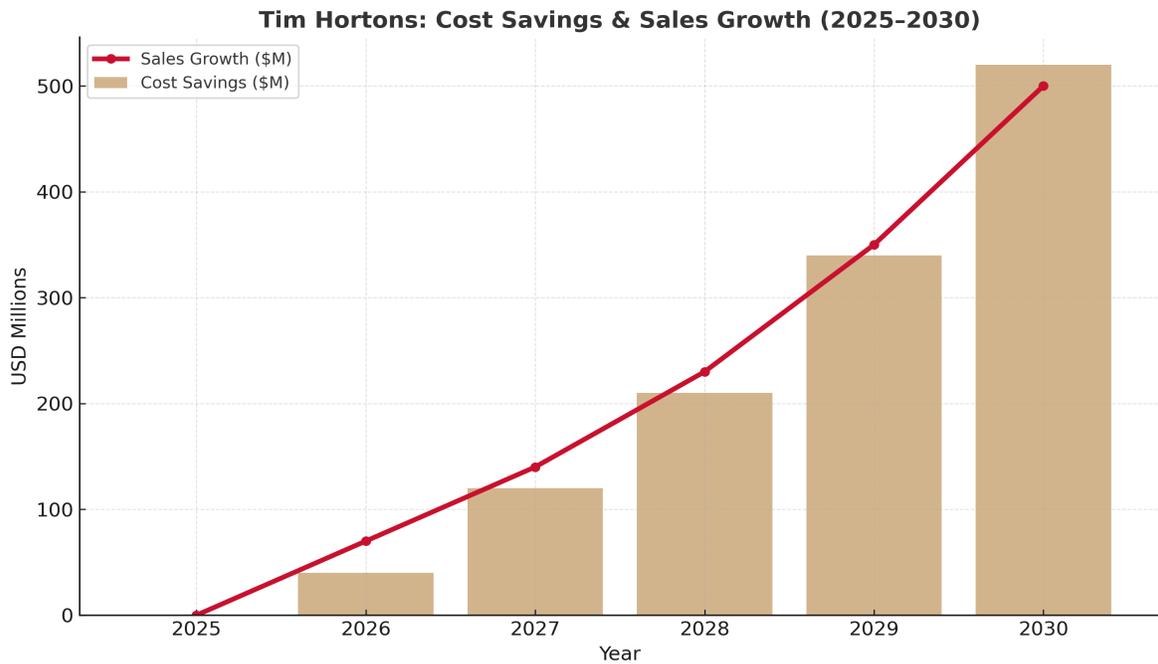
Five-year EBITDA uplift \approx **\$1.02B**.

Year	Efficiency Gain %	Savings (\$M)	Sales (\$M)	EBITDA %
2025	0.0	0	0	16.2
2026	2.5	40	70	17.1
2027	6.2	120	140	18.4
2028	9.5	210	230	19.6
2029	13.0	340	350	21.0
2030	18.0	520	500	22.8

Visual Summary — By the Numbers

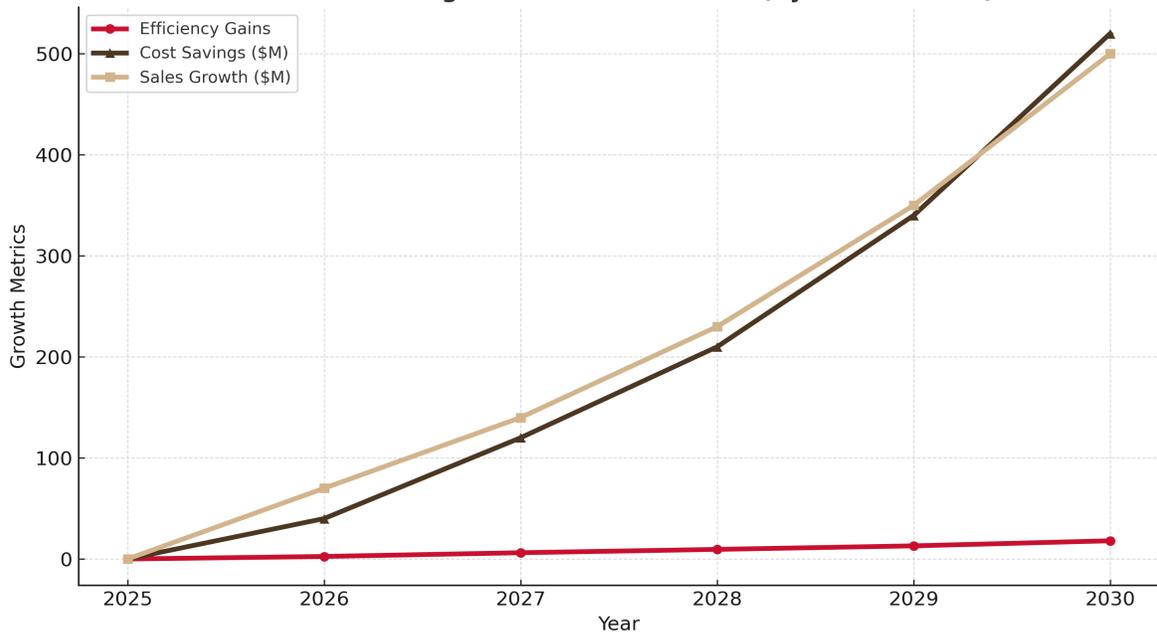


Efficiency Gains vs EBITDA Margin



Cumulative Cost Savings & Sales Growth

Tim Hortons Organic Growth Indicators (By-the-Numbers)



Organic Growth Indicators Dashboard