

Sheraton Grand Hiroshima achieves 80% reduction in food waste while enhancing guest experience

Sheraton Grand Hiroshima, a renowned establishment in the heart of Hiroshima, is celebrated for its exceptional hospitality and culinary expertise. With a strong commitment to sustainability, the hotel aims to lead by example in reducing food waste and enhancing operational efficiency. By implementing Winnow's transformative technology in September 2023, Sheraton Grand Hiroshima has achieved remarkable success in minimizing food waste while aligning with its corporate social responsibility goals.

The Challenge

Food waste is a global issue, with one-third of all food produced—1.3 billion tons annually—ending up wasted. This contributes 8-10% of global greenhouse gas emissions and exacerbates food insecurity worldwide. At Sheraton Grand Hiroshima, sustainability is central to operations. Inspired by the United Nations Sustainable Development Goals (SDGs), the hotel committed to reducing food waste as

part of its responsible business practices. Chef Hashimoto, Chef de Cuisine, highlighted the importance of addressing food waste to achieve environmental and operational excellence. The team adopted a data-driven approach to understand waste streams and set actionable targets.

Data-Driven Decisions

The implementation of Winnow involved training the culinary team on using Winnow Hub and Daily Flash Reports to track and analyze waste. During the coaching period, the team focused on understanding waste data to refine their strategies and reduce the top ten waste items. Using insights from Winnow, the Sheraton Grand Hiroshima took a focused approach to waste reduction. Specific examples include:

- Modifying display times and serving methods to align with guest flow.
- Preparing dishes based on reservation data to avoid overproduction.
- Adjusting the preparation of breakfast staples such as pasta, potatoes, and congee based on waste patterns



I think every chef strives to treat food carefully and avoid waste, but when it comes to reduction, there are many things that can be done. By making effective use of the system, chefs of all ages can contribute to society as a whole by raising awareness of food waste reduction.

Chef Hashimoto
 Chef de Cuisine
 Sheraton Grand Hiroshima



Waste reduction results



80% reduction in food waste



\$32,000 savings annually



23,000 meals saved annually



40.2 tons of CO₂e emissions prevented annually

*baseline compared to (Sep - Nov 2024)

"By keeping food waste under constant surveillance, we are not only reducing waste but also enhancing staff awareness and productivity." Chef Hashimoto, Chef de Cuisine, Sheraton Grand Hiroshima

Creative repurposing

The team implemented creative and impactful initiatives to reduce waste, including:

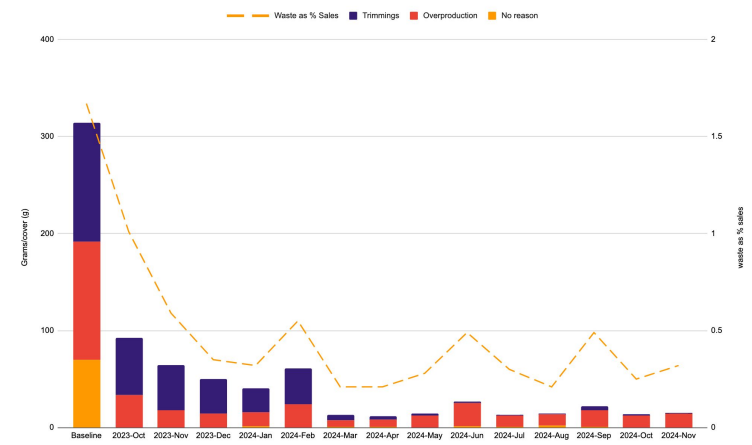
- Reusing leftover breakfast vegetables as garnishes for lunch and dinner steaks.
- Repurposing omelet condiments as pizza toppings and smoked salmon as gratin ingredients.
- Redesigning dishes such as vegetable garden-style pizza and American mix pizza to optimize ingredient usage.

Team Training and Culture Change

The kitchen team embraced a culture of sustainability, supported by ongoing training that emphasized precision in peeling and trimming fruits and vegetables. The use of waste data reports fostered a sense of ownership among chefs, driving awareness and engagement across all levels.

Financial and Environmental Benefits

The financial savings achieved through Winnow have been reinvested into higher-quality ingredients, enhancing the dining experience for guests. Additionally, the hotel has significantly reduced its carbon footprint, demonstrating a commitment to environmental stewardship.



Enhanced Customer Experience

At the Sheraton Grand Hiroshima, sustainability efforts have translated into an improved guest experience. The savings have been reinvested into sourcing higher-quality ingredients, elevating the food. **"Compensation in cost gained by reducing food waste is transformed into higher quality foodstuffs,"** explains Chef Hashimoto. By providing higher quality food guests return more frequently Chef Hashimoto adds. This cycle of sustainability and excellence ensures guests consistently enjoy superior dining experiences.

Conclusion

Looking ahead, the Sheraton Grand Hiroshima plans further optimize its operations. The team aims to integrate waste reduction strategies into staff training and continue innovating sustainable culinary practices. Sheraton Grand Hiroshima's journey with Winnow showcases the power of technology and teamwork in achieving sustainability goals. With substantial reductions in food waste and a commitment to continuous improvement, the hotel sets a benchmark for others in the industry.

About Winnow

Winnow develops Artificial Intelligence (AI) tools to help chefs in large businesses like hotels, contract caterers, casinos, and cruise ships to run more profitable, and sustainable kitchens by cutting food waste in half.

Measuring food waste is a challenge for all commercial kitchens with up to 20% of all food purchased going to waste. Winnow offers a solution for every kitchen.

Our analytics platform and reporting suite help teams pinpoint waste quickly, allowing enterprises to drive significant waste reductions at scale.

Kitchens that use Winnow cut food waste by half on average, driving food purchasing costs down by 3%-8%, improving margins whilst doing the right thing. Winnow is deployed in over 90 countries with offices in London, Dubai, Singapore, Cluj, and Chicago.

