Hilton's Green Breakfast Campaign – A 62% Reduction in Food Waste Across 13 UAE Hotels

Overview

In partnership with Winnow, Hilton launched the Green Breakfast Campaign across 13 hotels in the UAE, with the goal of reducing food waste during breakfast services. The campaign was inspired by the United Nations Environmental Program recipe of change and is in line with the Ne'ma tral (National Food Waste Initiative of the UAE).

The initiative used AI technology to track and optimise food production, minimise overproduction, and reduce the environmental impact of breakfast buffets. The result was a 62% reduction in food waste, a significant step towards Hilton's broader sustainability goals under its Travel with Purpose 2030 initiative.

The Challenge

Breakfast buffets in hotels are a significant contributor to food waste due to the wide variety of offerings and the challenge of predicting guest consumption. Traditional breakfast buffets feature a large selection of items, from pastries and bread to fresh fruit, hot dishes, and beverages. This often results in substantial amounts of uneaten food, particularly during low-occupancy days or when guest preferences vary.

Hilton's objective was to implement a system that could track and analyse food waste, enabling the hotel kitchens to make data-driven decisions to reduce overproduction while maintaining guest satisfaction. Hilton also had the commitment to not only reduce food waste but also lead the way for others in the hospitality industry.

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> Our missions was to create a roadmap to share with our industry peers.
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> **Sebastian Nohse,**
> **Senior Director Culinary Hilton, EMEA**

Waste reduction results

- 62% overall reduction in food waste
  - Pre consumer waste- 76% reduction
  - Post Consumer waste - 55% reduction
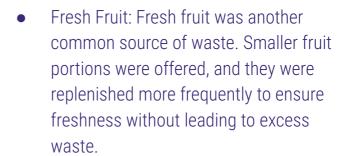- 30 tonnes of CO2 emissions prevented
- 17,000 meals saved from the landfill

Implementation

Hilton partnered with Winnow to use AI-powered technology to track and categorise waste. The system uses a combination of scales and cameras to monitor the amount and type of food being discarded, providing real-time data that chefs and kitchen teams could use to adjust their food preparation processes.

- Pastries and Bread: These items were a major source of waste. By using Winnow's data, Hilton's chefs were able to reduce the quantity of baked goods offered. Instead of full-sized pastries, smaller portions were served, and the variety of offerings was reduced based on consumption trends.

- Fresh Fruit: Fresh fruit was another common source of waste. Smaller fruit portions were offered, and they were replenished more frequently to ensure freshness without leading to excess waste.

- Hot Dishes: White eggs, porridge, congee, sambar, shakshuka and baked beans were other top wasted items. The AI system tracked how much was being discarded daily, allowing the chefs to fine-tune the portion sizes and preparation quantities based on real-time occupancy levels.

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Winnow supported us by giving all the data we are missing. We were able to find out exactly what was going to the bin. Based on that we can find out the guests habits and change accordingly.

Ilias Doulamis
Culinary Director of Conrad Dubai & Regional Chef
Arabian Peninsula

Conclusion

Hilton's Green Breakfast Campaign is a shining example of how data-driven approaches can make a substantial impact on sustainability in the hospitality industry. By leveraging Winnow's AI technology, Hilton achieved impressive waste reductions without compromising guest experience. This initiative is a key part of Hilton's broader sustainability strategy and serves as a model for reducing food waste in hotel buffets around the world.

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 60 countries with offices in London, Dubai, Singapore, Cluj, and Chicago.