

# Hilton Rotterdam reduces food waste by 25% in eight months using AI

At Hilton Rotterdam, located in the vibrant heart of the Netherlands, guest experience is paramount. Exceptional service is maintained to ensure a memorable stay, from the stylish accommodations to the exquisite dining options. The team at Hilton Rotterdam consistently strives to elevate the guest experience. Aligned with Hilton's Travel with Purpose campaign, which ambitiously aims to cut food waste in half by 2030, the hotel recognized an opportunity to make a significant impact. It all starts with a practical step—measuring and reporting food waste.

Chef Paul Dingjan, the Executive Chef at Hilton Rotterdam, was instrumental in this initiative. With a wealth of experience from working in Michelin-starred restaurants across Europe, Chef Paul brought a passion for sustainability and culinary excellence to the team. Understanding the potential of Winnow's innovative technology, he led the charge to integrate it into the hotel's daily operations. This has resulted in a remarkable 25% reduction in food waste within just 8 months.

## Reducing Overproduction

Implementing Winnow's AI-powered system allowed the team to gain valuable insights into their kitchen operations. They identified key areas where waste was occurring and developed strategies to address them. One of the first changes was optimizing portion sizes, especially for large events. For instance, the team reduced the raw pasta quantity from 80-90 grams to 50 grams per portion without compromising guest satisfaction.

They also refined their sandwich production for events, preparing 1.1 or 1.2 sandwiches per guest instead of 1.5 or 1.7, effectively reducing overproduction. **"As a chef, you don't like to bin products. The amount of food and money we were throwing away was quite a shock. Winnow provided the data we needed to make real changes,"** Chef Paul explains.

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If you're considering Winnow, here's my advice...don't delay! Winnow Vision had an immediate impact on my kitchen. Food waste is already down over 20% in just a few months and we're just getting started. If you make one upgrade to your kitchen this year, Winnow is it!

**Paul Dingjan**  
Executive Chef  
Hilton Rotterdam



## Waste reduction results



25% reduction in food waste\*



€16,000 saved in food costs annually



8.7 tons of CO<sub>2</sub>e prevented annually



5,000 meals saved annually

\*Jan 2024 Baseline compared to Aug-Oct 2024

## Innovative Culinary Creations

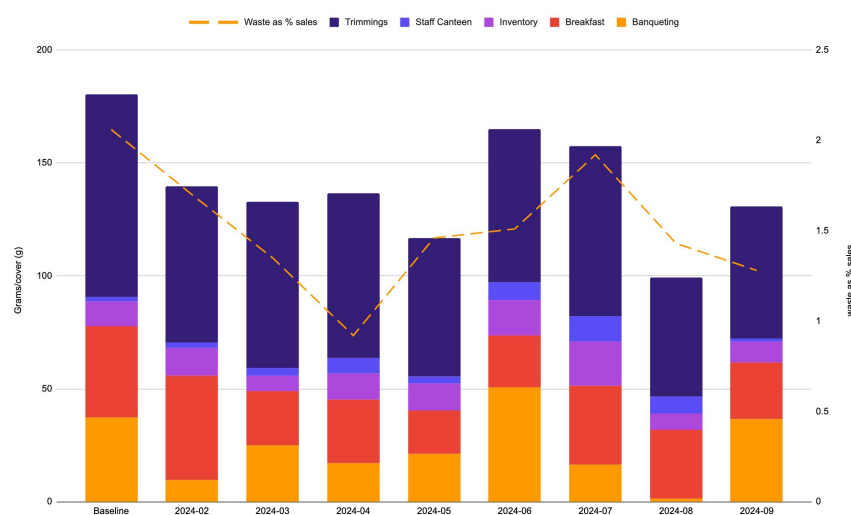
Embracing Winnow's data-driven insights, the kitchen team began repurposing surplus ingredients into innovative dishes:

- Gazpacho from Vegetable Trimmings: Using trimmings from cucumbers, bell peppers, and onions that were previously discarded.
- Watermelon Bloody Mary: Crafting a refreshing cocktail from surplus watermelon.
- Circular Bread: Reinventing leftover bread into delightful menu items.

These innovations not only reduced waste but also added unique offerings that delighted guests. Moreover, the team introduced a zero-waste menu in the restaurant, focusing on smaller portion sizes and creative use of ingredients that might otherwise be wasted. **"My point of view was serving less so that people eat their plate, and then it becomes zero waste. Guests appreciated the storytelling behind the menu, and it enhanced their dining experience,"** shares Chef Paul.

### Engaging and Empowering the Team

Chef Paul understood that success relied on team engagement. He tells his team **"don't fight against food waste, embarrass it!"**. His team enjoy contributing in a working environment where there is a vision for food waste. Those most involved are appointed into



ambassadors to champion the sustainability efforts. To celebrate their achievements, the team publicly recognized contributions. For example, an ambassador who excelled in the initiative was rewarded with a special dinner at the restaurant, fostering a positive and motivating environment.

### A Commitment to a Sustainable Future

Hilton Rotterdam exemplifies how luxury hospitality can successfully merge exceptional guest experiences with sustainable practices. Through Chef Paul's leadership and the integration of Winnow's AI technology, the hotel significantly reduced food waste while enhancing operational efficiency. Their proactive approach not only supports Hilton's global sustainability goals but also inspires the entire hospitality industry to take decisive action toward sustainability.

## 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.