Hilton's Green Ramadan Campaign scales to reduce food waste an additional 21% from 61% in 2023

In collaboration with Winnow, Hilton launched the Green Ramadan Campaign to address food waste during Ramadan. Initially implemented in 2023 at three properties—Waldorf Astoria Lusail Doha, Conrad Dubai, and Hilton Riyadh Hotel & Residences—the campaign achieved a 61% reduction in food waste. Due to its success, the initiative was expanded in 2024 to additional properties across the Middle East and Africa, resulting in a further 21% reduction in food waste.

The Challenge

During Ramadan, Iftar buffets feature an abundance of food to break the fast, often leading to large amounts of waste due to overproduction. Hilton's challenge was to reduce food waste while maintaining the high standards and variety expected during these celebrations. With the goal of aligning food production more closely with guest consumption, Hilton turned to Winnow's AI-powered food waste tracking system to provide real-time insights into food waste and help make precise adjustments to food preparation and production.

Implementation

The Green Ramadan Campaign used Winnow's AI technology to track waste and optimise food production at the three initial properties in 2023. Kitchen teams monitored waste in real time, adjusting portion sizes and quantities to prevent overproduction. The initial campaign served 27,000 guests with strategies that included smaller portions, live cooking stations, and artfully reduced food displays, while raising food waste awareness. Each hotel also focused on sustainable practices such as composting, local sourcing, sustainable gastronomy, and food donations. The introduction of carbon emission labelling in buffet stations also empowered diners to make climate-friendly

> " I'm creating a culture for my team to reduce waste by prioritising education and empowerment within the team. We regularly discuss the impact of food waste, fostering awareness and a sense of responsibility.

Kazi Hassan, Executive Chef
Hilton Kuala Lumpur

Waste reduction results 2023

14 tonnes of CO2e saved

61% Reduction in food waste

4.8 tonnes of waste prevented

8600 meals saved

food choices. The success of these measures resulted in a **61% reduction in food waste** across the three properties in 2023, showcasing the effectiveness of real-time waste tracking in high-volume buffet settings.

2024 Expansion of the Green Ramadan Campaign

Building on the success of the 2023 campaign, Hilton expanded the **Green Ramadan Campaign** in 2024 across 32 hotels in seven countries serving 239,000 guests. This expansion aimed to further reduce food waste and enhance guest engagement in sustainability practices.The 2024 campaign utilised the same Winnow AI technology but with refined processes based on insights gained from the previous year.

They were able to remove items that were not selling, for example the Arabic Fried fish recipe which was changed after 2 days of tracking. Other frequently wasted items included bread and pastry, vegetables, and meats. Portions of these were again reduced to minimise food waste.

By instilling this culture of awareness, Hilton ensured that its culinary teams were not only reducing waste in the short term but also embedding sustainable practices into their daily operations.

Conclusion

The **Green Ramadan Campaign** is a testament to Hilton's commitment to sustainability and its ability to implement effective, scalable solutions across its properties. Through its partnership with Winnow, Hilton has demonstrated how AI technology can play a crucial role in reducing food waste, particularly during high-volume dining periods like Ramadan.

The success of the 2023 campaign and its expansion in 2024 have positioned Hilton as a leader in sustainable hospitality, setting a benchmark for other industry players to follow. By achieving a combined 61% reduction in 2023 and an additional 21% reduction in 2024, Hilton has proven that thoughtful, data-driven initiatives can make a significant impact on reducing food waste while still providing an exceptional guest experience during culturally important celebrations.

Waste reduction results 2024

4 tonnes of CO2e saved

21% reduction in food waste over the 61% in Green Ramadan 2023

1.7 tonnes of food waste saved

4,300 meals saved

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.