

# Ritz Carlton Aruba: Elevating Sustainability in Luxury Hospitality

Set against the backdrop of Aruba's sparkling white sands and crystal-clear waters, the Ritz Carlton Aruba is the epitome of luxury in the Caribbean. Known for its impeccable service and world-class amenities, the hotel has become a preferred destination for travellers. Committed to enhancing its environmental responsibility, the hotel has recently launched Winnow's AI technology to tackle one of the hospitality industry's most pressing challenges: food waste.

Food waste is one of the most pressing challenges in the hospitality industry, particularly in luxury hotels where lavish dining experiences are a hallmark of guest service. At the Ritz Carlton Aruba, this issue was a significant concern, particularly in the banquet department, where overproduction often leads to large quantities of uneaten food being discarded. The hotel recognized that addressing food waste was not only a matter of environmental responsibility but also an opportunity to set a new standard for sustainable practices in the luxury sector.

Leading this initiative is Executive Chef Joseph Murphy. With a wealth of experience from prestigious kitchens

across the globe, Chef Murphy has witnessed firsthand the impact of food waste throughout his career.

In its quest to tackle food waste effectively, the Ritz Carlton Aruba turned to Winnow's innovative technology. Chef Murphy first encountered Winnow while serving on the Marriott Business Council in Abu Dhabi. Impressed by its potential, he saw Winnow as the perfect solution to help the hotel track and reduce food waste. **"The technology makes people more self-conscious about what they're throwing away"**, explains Chef Murphy and he wanted to implement it at the Ritz Carlton Aruba.

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Growing up in hotels, I've seen lots of waste—lots of plastic, lots of food. I feel that if I can do my little bit, especially running a hotel where I'm getting five, six hundred people in a day, I can make a bigger impact through my work.

**Joseph Murphy**, Executive Chef



By implementing Winnow, the Ritz Carlton Aruba have already gained the ability to monitor food waste, gather valuable insights, and make informed decisions to minimise waste across its dining operations.

### The Impact of Winnow

Since integrating Winnow, the Ritz Carlton Aruba has seen significant improvements. The technology's waste categorization feature has been instrumental in addressing challenges like waste segregation and overproduction, particularly in banqueting. By analysing data from Winnow Hub, the hotel has drastically reduced waste in key areas like the butcher station. **"We've made a huge difference in the butcher station. We saw right at the beginning how much was being thrown away. We've made a big difference with the amount of meat trimmings that are thrown away,"** notes Chef Murphy. These efforts have not only reduced the hotel's environmental impact but also resulted in significant cost savings.

### Creating a Conscious Kitchen

A key aspect of the Ritz Carlton Aruba's approach to sustainability is fostering a conscious kitchen environment.

**"The technology is making them more self-conscious,"** says Chef Murphy. This focus on consciousness extends throughout the hotel's culinary operations, ensuring that every member of the kitchen staff understands the importance of minimising waste and making thoughtful decisions that align with the hotel's sustainability goals.

### A Culture of Sustainability

At the Ritz Carlton Aruba, sustainability is a guiding principle. By using Winnow's insights, the hotel has cultivated a culture where every decision—from ingredient selection to portion control—is made with an eye toward reducing waste and preserving resources. This commitment to sustainability aims to not only enhance the guest experience but also position the Ritz Carlton Aruba as a leader in responsible luxury.

As the Ritz Carlton Aruba continues its sustainability journey, its newly launched partnership with Winnow remains essential. The hotel is redefining responsible luxury, taking steps to make a positive environmental impact while continuing to deliver exceptional guest experiences. Through the dedication of Chef Murphy and the entire team, the Ritz Carlton Aruba is paving the way for a more sustainable future in hospitality, demonstrating how luxury and sustainability can go hand in hand.

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

