



Winnov X Hilton Verified ROI

November 2023



Hilton x Winnow

Winnow offers AI-driven tools that halve kitchen food waste, enhancing profitability and sustainability.

Our collaboration with Hilton, starting in 2017, aligns with your goal to cut landfill waste by 50% by 2030. Now with over 150 systems live in >25 countries, we're seeing 2x-10x returns on investment.

This document showcases Winnow's financial impact on Hilton's operations, highlighting the business case for our technology.



\$589,000

Monetary savings 2022



275,000

Total meals saved 2022



473 tons

Total CO2e saved 2022

"As a global hospitality brand, Hilton has a responsibility to lead the industry in the pursuit of sustainable solutions"

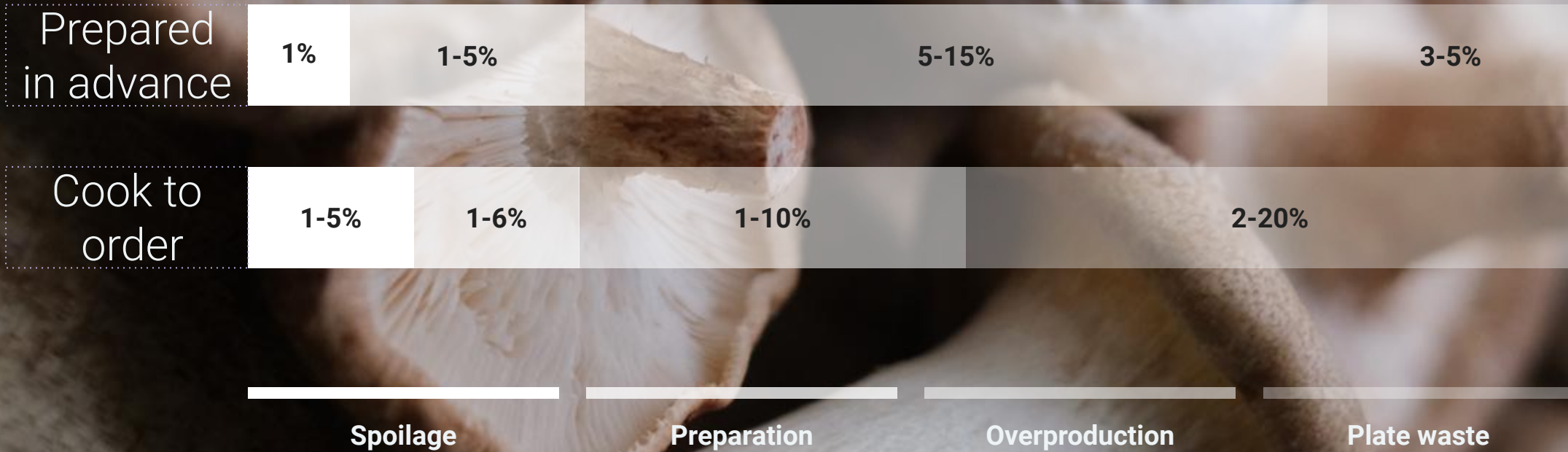
Emma Banks

Vice President F&B Strategy & Development | EMEA | Hilton



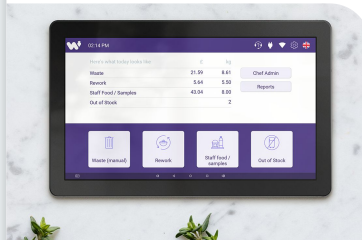


In kitchens 5%-15% of the food you buy is wasted



Winnow has a range of solutions to suit every kitchen

winnowtrack



Tablet with no connected scale for small kitchens to get a basic measurement of food waste.

VISIONcontrol



System with in-built camera and connected scale. Use photos to drive behavioral change and cost reduction.

VISIONAI



Motion camera with connected scale and in-built AI capability. Automates much of the recording process.

VISIONPW



A touchless system to draw insights from plate waste data and images.

Insights are focussed on specific areas to drive the reductions

- pre-consumer focus area
- post-consumer focus area



Food costs savings
1-8%

Overproduction & spoilage

- ✓ Reduce spoilage
- ✓ Optimise production or mise en place



Food costs savings
1-2.5%

Yield management

- ✓ Target trimmings
- ✓ Recipe optimisation



Food costs savings
0.5-1%

Menu engineering

- ✓ Visibility into customer preferences
- ✓ Visibility into portion sizing



ROI Validation at DoubleTree by Hilton Riyadh Murooj

Hilton F&B food cost analysis
December 2021 – Feb 2023:

Total savings: \$82k over 15 months
Annual savings: ~\$66k

Winnow’s waste reduction analysis:

Total savings: \$18k over 15 months
Annual savings: \$14.5k

*Savings adjusted for inflation and increased guest numbers

"Following a thorough review and a detailed discussion with the Winnow team, I can affirm that the numbers presented are accurate."

**Sami Hussein, Executive Cluster Chef
DoubleTree by Hilton Riyadh Al Muroj**

	Winnow's calculations	Average	Hilton's calculations
Food waste as % Sales	0.8%	0.8%	0.8%
Waste reduction	56%	56%	56%
1st Year Gross Savings	\$21.4k	\$47k	\$73k
Winnow 1st year investment	\$6,858	\$6,858	\$6,858
1st year net savings	\$14.5k	\$40.4k	\$66k
Return on investment 1st year	2.1x	5.9x	9.6x



Case Study | EMEA | DoubleTree by Hilton Riyadh Al Muroj

Data from October 2021 - October 2023



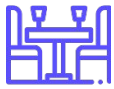
All kitchen waste



2 kitchens covered



223 rooms



400 daily covers

Control
system type

October 2021
system installed

DoubleTree by Hilton Riyadh Murooj embarked on their mission to reduce food waste with the help of Winnow. The goal was clear – minimise waste through meticulous measurement and impactful action, such as optimised production and adjusted portion sizes. The team has been extremely engaged with the Winnow system. The team used Winnow’s AI-enabled technology to track every item of food being thrown away - resulting in a **100% categorisation score**.

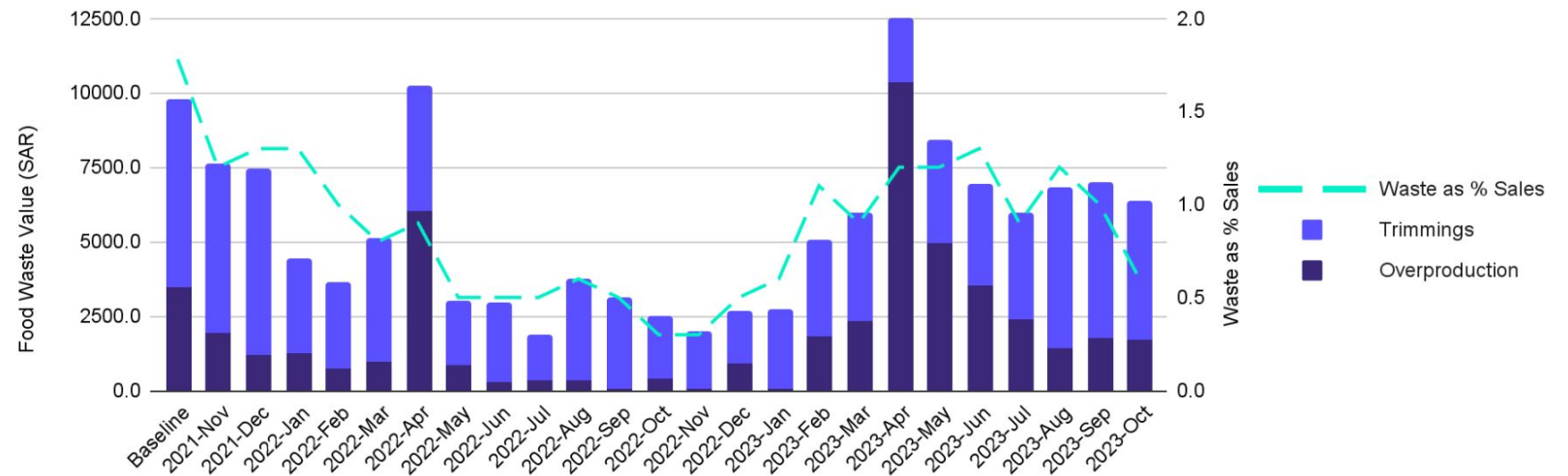
Key results

\$97,000

Annualised savings

56%

reduction in overall food waste value



Baseline: 25th October - 7th November 2021

Winnow is the number one adopted AI food waste solution on the market



"The message to the team was that we do not cut quality, we do not cut variety - we cut quantity. We make sure we cooked just as much as we needed in order to reduce food waste. After a week, we understood what our guests were looking for so we transformed the buffet. We made sure we were only offering the things that our guests were looking to consume and we had absolutely no comments or complaints."

*Chef Ilias
Executive Sous Chef | Conrad Dubai*

"Many reports and surveys are alarming us every day about the importance of sustainability so it is quite crucial to play the role responsibly at this stage to avoid further damage to our ecosystems. Introducing Winnow was a great initiative taken by Hilton which helps us be more practical, have better control and save our daily wastage and it's great for ecosystems."

*Chef Anil
Executive Sous Chef | Hilton Jeddah*

"The team's commitment to managing food waste through the Winnow system has sparked a profound shift in our mindset and operations. It's time for all chefs to prioritise food waste and embrace sustainability"

*Chef Dean
DoubleTree by Hilton Al Jadaf*

"We started working with Winnow one year ago for our dining restaurants, it's a tool to monitor food waste. The reports that we receive on a daily basis give us data to understand which dishes are fast or slow moving for our guests. We use this data to review menus for breakfast, lunch and dinner. It was great news to learn not only after a couple of months but after a year of implementation that we were able to save \$65,000 on the food cost and reducing food waste by 70%"

*Julien Besançon
Director of Operations | Hilton Dubai Jumeirah*

We've seen a 70% reduction in waste, and the team has really embraced Winnow.

*Steven Smalley
Cluster Executive Chef | Hilton Dubai
Jumeirah & Hilton Dubai the Walk*

"I make it a game to encourage the team to waste as little as possible. It's a light-hearted way to make sustainability part of our daily routine"

*Chef Vincent
Hilton Brussels Grand Place*

Sharing that data with the team means they can start thinking about food waste in a different way. I want to give them the opportunity to be open-minded and find creative solutions so we can lower our food waste together"

*Chef Ahmed
Hilton Antwerp Old Town*