

winnow



2024/25

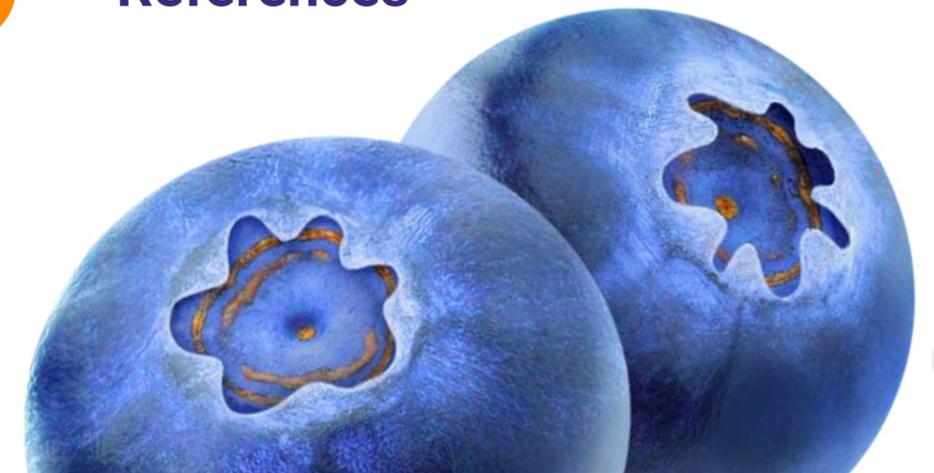
IMPACT REPORT





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A word from our CEO

Food waste is one of the biggest hidden costs in hospitality. It's also one of the greatest opportunities. Every day, chefs across the world are proving that a more sustainable kitchen is also a more profitable one.

Governments are stepping up with regulations, but it's clear that business is leading the way. The progress we've seen this year has come from bold action within kitchens - by hotel groups setting ambitious targets and, most importantly, by chefs making food waste reduction part of their daily craft.

At Marriott UK, Ireland and Nordics, teams have cut food waste by 50% since the start of 2024. Guckenheimer's kitchens in the US have also halved their waste. In the Middle East and Asia, Hilton's Green Ramadan continues to refine the blueprint for sustainable buffet dining. These are just a few examples of operators proving that cutting food waste at scale is possible.

What excites me most, though, is seeing how chefs are making food waste reduction not just a priority but a source of creativity. In the relentless pace of a professional kitchen, finding the space to rethink waste takes real leadership.

We've seen incredible innovation this year, from Marriott's banana peel burger - a dish that challenges perceptions of what's usable - through to Red Carnation's house soda bread, enriched with a homemade treacle made from fruit peels, inspired by training with Chef Vojtech Végh.

Vojtech joined Winnow in 2024 as our Zero Waste Culinary Advisor, and I couldn't be more thrilled. His expertise is helping teams unlock new ways to cook sustainably, ensuring that food waste reduction isn't just a compliance exercise but a motivational part of kitchen culture.

Alongside deepening our expertise, we've also taken automation to the next level. Our new Throw & Go technology now captures food waste completely touch-free, making tracking faster, easier, and more accurate than ever.

Since founding Winnow, our mission has remained the same: to inspire others to see that food is too valuable to waste.

Our data shows that commercial kitchens waste between 5% and 15% of all food purchased, often unknowingly. By measuring waste, providing insights, and empowering teams, Winnow helps kitchens reduce food waste by half - delivering financial savings while building a more sustainable future.

We've come a long way. From a single staff restaurant in 2013 to thousands of locations across 90+ countries today, Winnow kitchens now prevent 60 million meals a year from being wasted. These kitchens are saving \$85 million annually.

As proud as this makes me, our work is far from done.

Our north star is clear: we aim to help hospitality save \$1 billion in food waste. And we'll do it by continuing to connect kitchens, inspire chefs, and proving that sustainability and profitability can go hand in hand.

A special thanks to all our partners, customers, and teams who share this vision. Your leadership is shaping the future of hospitality.

Let's keep working towards that \$1 billion.

Marc Zornes
Founder & CEO, Winnow





The true cost of food waste

Before we dive into solutions, let's define the problem.

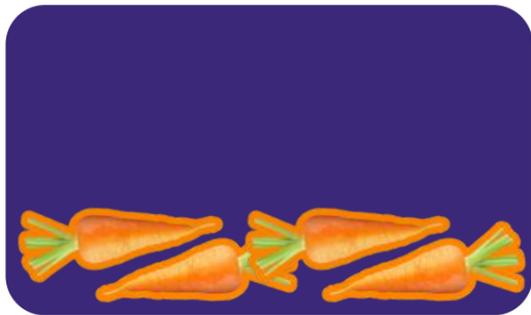


Food waste is an environmental problem



8-10%

of global greenhouse gas emissions come from wasted food (UNEP, 2024)



30%

of agricultural land is used to grow food that never gets eaten (UNEP)



28%

of all food waste is caused by the food service sector (UNEP)

Food waste is also a business problem

\$147 billion

The cost of surplus food for the U.S. foodservice sector in 2023 (ReFED)

\$1 trillion

The global economic loss from food waste every year (UNEP)

5-15%

The amount of food purchased in commercial kitchens that goes to waste (Winnow)





What can we do about it?

It's clear that food waste isn't just a climate issue - it's a cost issue. With rising food prices and growing regulatory pressure, businesses that reduce food waste gain a financial and operational edge.

The good news? Food waste can be solved. Smart measurement, actionable insights, and small operational shifts can lead to massive savings.

At Winnow, we help the world's leading hospitality brands - including Hilton, Marriott, and IKEA - cut food waste in half, saving millions every year.

Let's explore how.



Our partners



Enterprise spotlight: how to achieve impact at scale

At Winnow, we believe that big challenges require big solutions. That's why we work with leading hospitality brands across 3,000+ locations worldwide, helping them cut food waste at scale.

Reducing waste isn't just about technology - it's about leadership, culture, and commitment. The organisations featured here have embraced the challenge, embedding food waste reduction into their operations across tens or even hundreds of sites. It's incredible to think that thousands of chefs across multiple states, countries or even continents are playing their part in this challenge each and every day.



Guckenheimer: The first major U.S. foodservice provider to halve food waste

Fighting food waste with Winnow since 2022



64% food waste reduction



983,000 meals saved annually



\$1M+ saved in food costs to reinvest in culinary offering

Guckenheimer, a leading foodservice provider in North America, set a new industry benchmark in 2024 by becoming the first major U.S. foodservice operator to cut food waste in half. This milestone aligns with parent company ISS's ambitious target to halve global food waste by 2027.



GUCKENHEIMER

How they did it

- Cross-site collaboration with internal forums for sharing ideas and recipes
- Considered communication with corporate customers to balance variety with sustainability e.g. adjusting food production toward the end of service periods
- Utilising Winnow's AI for visibility over waste patterns and opportunities



We are incredibly proud to have surpassed our food waste reduction goal by a wide margin. By preventing 983,000 meals from reaching landfills each year, we are contributing to a more sustainable future for all.

Paul Fairhead, CEO | Guckenheimer



Hilton's Green Ramadan: Championing food waste reduction during the Holy Month

Fighting food waste with Winnow since 2017



45 participating hotels in 14 countries



6,376 meals saved through waste prevention



10.9 tonnes of CO₂e emissions avoided

Green Ramadan has evolved into an annual platform for sustainable dining. 2025 marked its largest rollout yet - delivering measurable impact across 45 hotels in 14 countries, including Saudi Arabia, the UAE, South Africa, Malaysia, Seychelles, and Nigeria. 342,559 guests were served during iftar and suhoor.

Built in partnership with UNEP West Asia and powered by Winnow's AI technology, the programme helped hotels cut plate waste by 26%.



How they did it

- **Scaled toolkits and training:** Hotel teams received a food waste prevention playbook and targeted upskilling sessions based on learnings from Green Ramadan 2024.
- **Guest engagement at scale:** Smaller portions, live cooking stations, a la carte menus, and behavioural nudges helped shift habits.
- **Data-driven operations:** Winnow's tracking helped teams cut plate waste from 102g to 64g per cover over four weeks.



Ramadan is a time of sharing, reflection, and community. But we also know that food waste increases by up to 50% during religious holidays. With Green Ramadan, we've worked to reduce waste across the entire food value chain. This wouldn't have been possible without our partnership with Winnow, whose AI technology gives us the rich data needed to take action.

Emma Banks, VP F&B Strategy EMEA | Hilton



Marriott UK, Ireland & Nordics: halving food waste across 53 hotels

Fighting food waste with Winnow since 2024

-  51% reduction in pre and post consumer food waste
-  Over 3,000 team members working together to reduce waste
-  First initiative of this scale for a hotel group in the UK

In 2024 Marriott became the first hotel group in the UK to deploy AI food waste technology at scale, integrating Winnow's system across their 53 managed hotels in the UK, Ireland and the Nordics. In April 2025 they announced a major milestone - achieving an average 51% reduction in pre and post consumer waste across the properties.



How they did it

- Introducing Winnow's AI across all 53 managed hotels and sharing knowledge and learnings between properties
- Nurturing a low-waste culture, with advocates ranging from chefs on the ground through to Chairman David Marriott himself
- Encouraging mindful consumption, with hotels offering guests smaller portion options and raising awareness of responsible dining



Together with our partner Winnow, we are demonstrating the power of teamwork and innovation within the industry to bring about change.

Joanna Chugh, Regional VP for UK, Ireland, and Nordics | Marriott International



Mandarin Oriental: Setting a new standard in sustainable luxury

Fighting food waste with Winnow since 2023



On track to rollout Winnow across 40+ hotels by end of 2025



66 tonnes of food waste prevented so far, equivalent to 165,000 meals



36% waste reduction in 4 pilot hotels in 6 months

Mandarin Oriental is redefining sustainability in luxury hospitality. Following a highly successful pilot across four flagship hotels in Hong Kong, London, Miami, and Dubai, the group is now rolling out Winnow's AI technology across its entire portfolio.



How they did it

- AI-driven waste tracking across fine dining and buffet operations
- Chef-led menu innovation based on waste reduction insights
- Integration with donation & composting initiatives



Our commitment to acting responsibly as luxury stewards is strengthened with Winnow's technology solutions.

Following a successful proof of concept from our four pilot hotels, we have been inspired to mobilise a global rollout to tackle food waste in a meaningful and targeted manner.

Iris Lam, Sustainability Director | Mandarin Oriental Hotel Group





Our Food Waste Heroes

Technology and data are powerful tools in the fight against food waste - but real change happens in the kitchen. Chefs are the true heroes of this movement.

In the fast-paced, high-pressure world of hospitality, making time to rethink waste isn't easy. Yet across the industry, chefs are not only prioritizing food waste reduction but turning it into an opportunity for creativity, efficiency, and leadership.

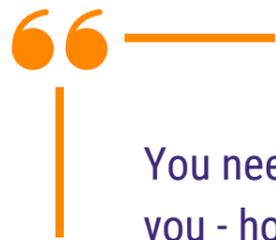
From reimagining surplus ingredients into new dishes to using AI insights to fine-tune production, these chefs are proving that a more sustainable kitchen is a smarter, more profitable one.

Here, we celebrate the individuals leading the charge around the world - chefs who are transforming food waste reduction from an operational challenge into an everyday craft.





Chef Danielle Gilis



You need to stop and think about what's in front of you - how can you utilize the whole product? Look at it as a whole, not just the bit that you want.

Head Chef | Restaurant Associates UK

Top tip

Repurpose all the fruit peelings and cores from your fruit salads into a flavoursome infusion tea - guests will love it.



The results



50% reduction in food waste



Chef Ilias Doulamis



The team understands how important it is to take care of all leftover food and how we can repurpose it. We have changed the team's mindset regarding zero waste and how we can use all the trimmings and come up with ideas.

Culinary Director | Conrad Dubai

Top tip

Transform your surplus fruits and vegetables into gazpachos, soups, ice creams, sorbets, jams, and preserves. Herb trimmings are perfect for creating infused oils and pestos.



The results



50% reduction in food waste



Chef Nitin Padwal



If you put passion into the dishes you cook, why would you want to see that going into a bin?

Executive Chef | Holiday Inn London Bloomsbury

The results



34% reduction in food waste



\$25,000 saved in food costs each year

Top tip

'Fish Toast' is the best way to use up trimmings from fish preparation. Blend with eggs and spices, spread on leftover bread, coat in sesame seeds, and fry into a crispy snack - chef's kiss!



Chef Nicole Zima

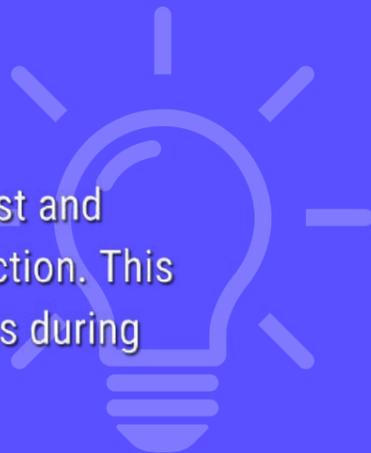


I always try to get my team to come up with ideas on what to change once we analyse the reports. Step by step, we get better and change the behaviour so that it becomes automatic to make the most of our resources before throwing things away.

Executive Chef for Specialist Support | Hilton East Midlands Airport Hotel

Top tip

Cook in smaller batches for breakfast and buffet services, reducing overproduction. This also allows for real-time adjustments during busier periods.



The results



55% reduction in food waste in just 8 months, including a 70% reduction in breakfast waste



Chef Oskar Valle

“

All around the world, much of what is prepared in kitchens ends up in the trash. And yet a very high percentage of the world's population suffers from hunger. As people, as professionals, we have a duty to avoid this waste, use all the trimmings and come up with ideas.

Executive Sous Chef | Nickelodeon Punta Cana

Top tip

Use your meat, poultry and fish trimmings to create delicious broths.



The results



118,000 meals saved annually



\$61,000 saved in food costs each year



Chef Hashimoto

“

I think every chef strives to treat food carefully and avoid waste, but when it comes to reduction, there are many things that can be done. By making effective use of the Winnow system, chefs of all ages can contribute to society by raising awareness of food waste.

Chef de Cuisine | Sheraton Grand Hiroshima

Top tip

Repurpose omelet condiments as pizza toppings, and smoked salmon trimmings in a rich gratin.



The results



80% reduction in food waste



\$88,000 saved in food costs each year

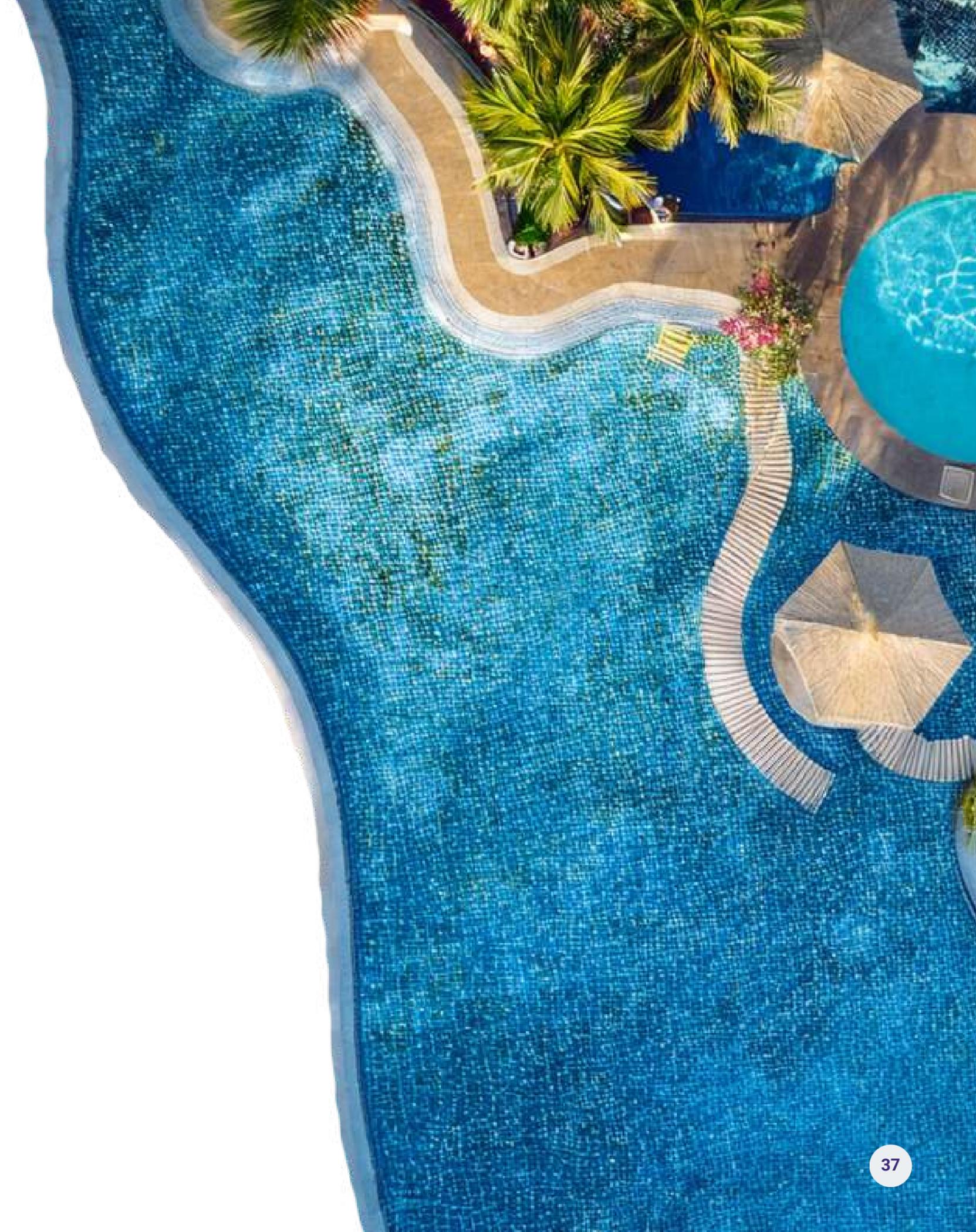




Our insights

What we've learnt from thousands of kitchens

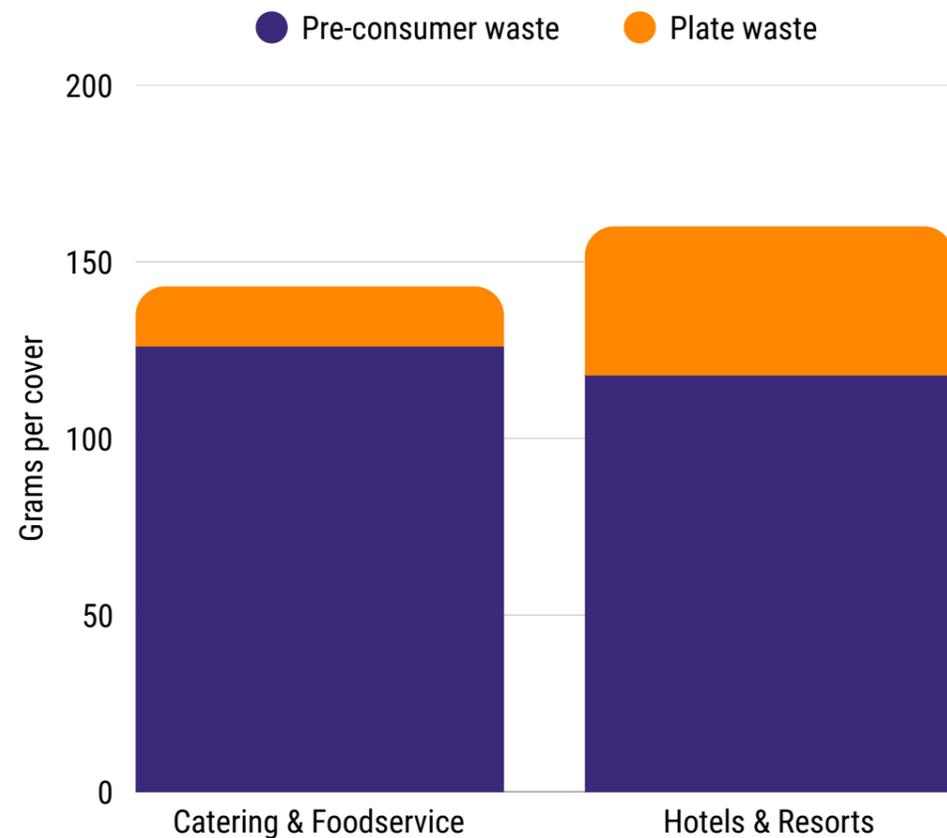
Working with thousands of kitchens around the world gives us a unique understanding of how, where, and why food waste occurs. In this chapter, we share benchmarks, best practices, and business insights to help hospitality leaders take action.



How much food are you really wasting?

Food waste is often invisible until it's measured. Indeed, in the thousands of kitchens we've worked with, baseline levels tell a clear story: the problem is bigger than most teams think.

Baseline refers to the amount of food wasted before any reduction measures are in place. It gives operators a clear starting point to understand the true scale of their waste - and where the biggest opportunities lie.



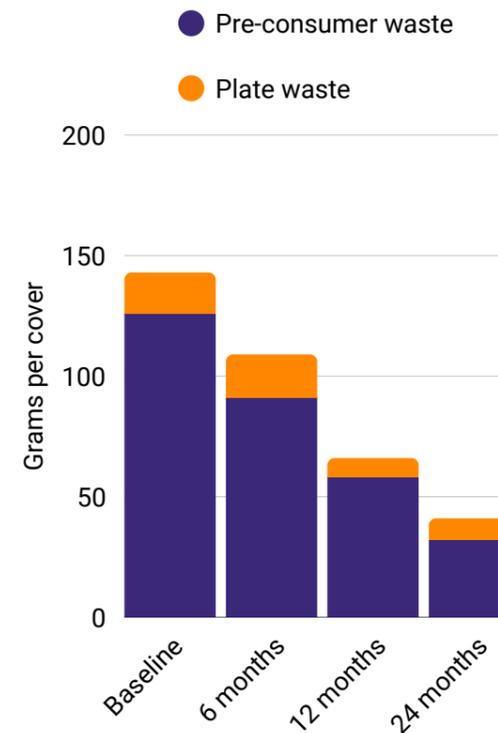
Average food waste levels at **baseline** around the world (Winnow data)

These figures reflect food waste per guest served. At these levels, food waste accounts for 4-12% of total food purchasing costs.

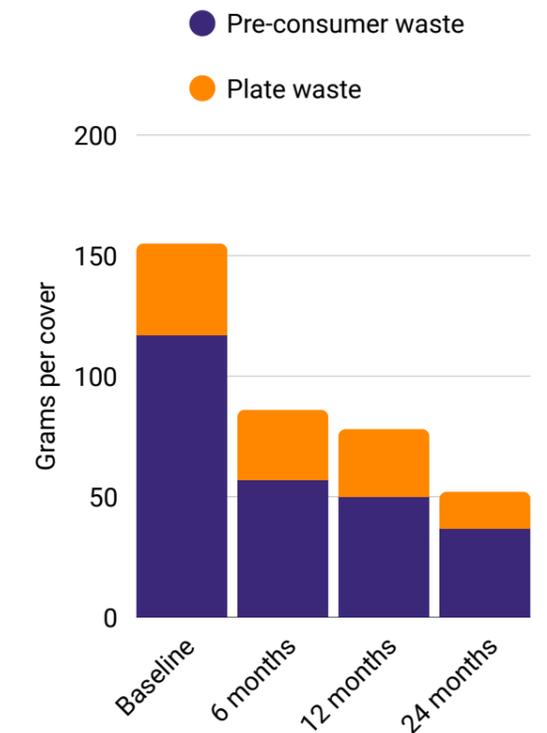
What can you save?

With clear data and consistent action, food waste can be dramatically reduced - often within weeks.

The chart below shows the average reductions achieved by kitchens using Winnow across 6, 12, and 24 months.



Average food waste reduction over time for **Catering & Foodservice** operators using Winnow



Average food waste reduction over time for **Hotels & Resorts** using Winnow

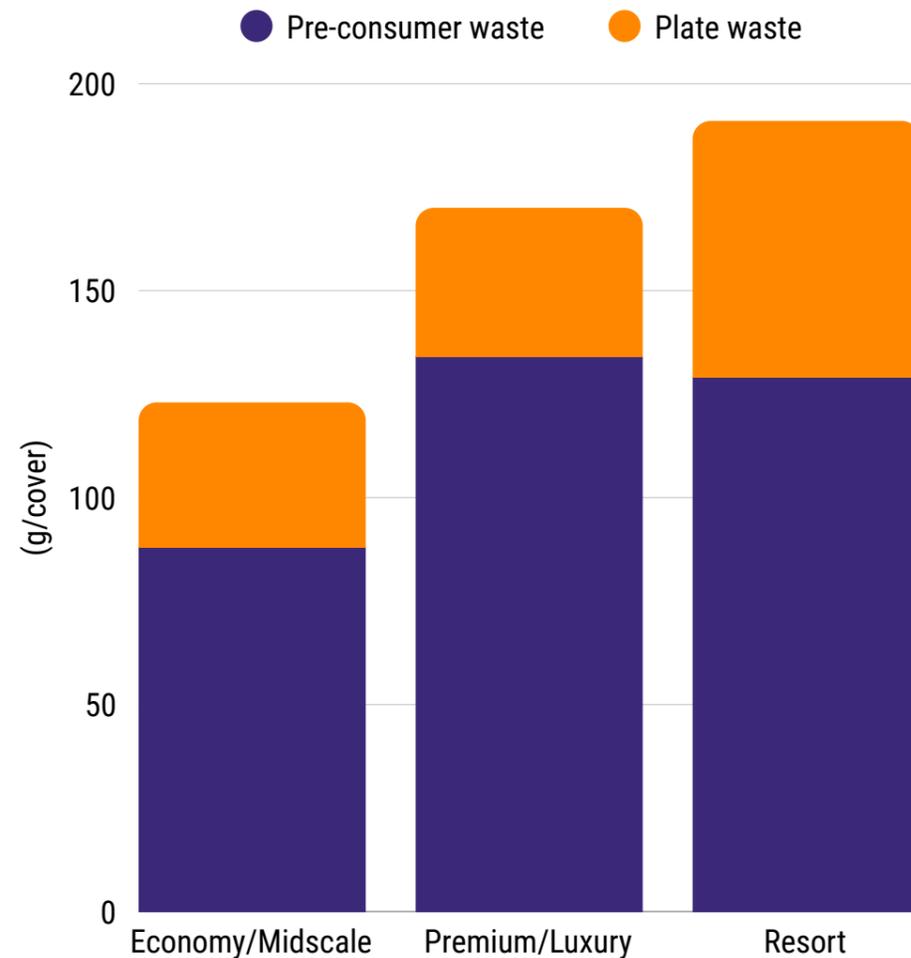
On average, Winnow's partners see a 42% reduction in food waste in the first 6 months of using our technology - showing the pace of impact. Continued improvements over time (as prevention tactics mature and behavioural change is embedded) result in average food waste reductions of over 50%.

These reductions translate directly into cost savings, carbon reductions, and better operational efficiency.

One size doesn't fit all: how hotel waste varies by sector

Hotels and resorts differ significantly in their service models, guest expectations, and menu complexity - and these factors all influence their baseline levels of food waste.

From large-scale buffets in resorts to à la carte fine dining in premium hotels, each operation comes with its unique challenges and opportunities. With the right data to hand, however, operations can quickly identify where to prioritise their waste reduction efforts.



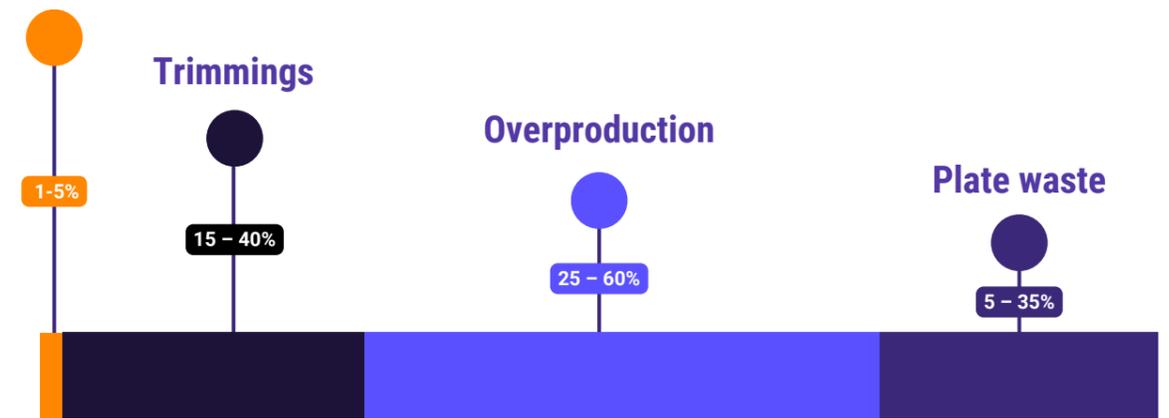
Average food waste at baseline by hotel sector

Tackling the big four causes of waste

Where food waste occurs - and the simple actions you can take to prevent it

At Winnow, we categorise the main causes of waste as spoilage, trimmings, overproduction, and plate waste. Let's take a look at each of these in a little more detail.

Spoilage



Spoilage

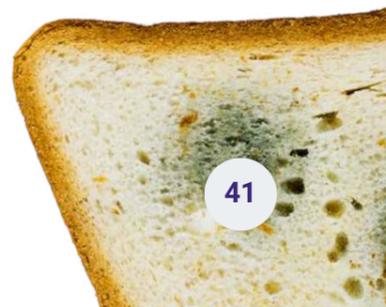
Spoilage is food that goes out of date or deteriorates before it can be used - typically a result of overordering, inefficient storage, or poor stock rotation.

Case study

At Hilton Clark Sun Valley Resort in the Philippines, the team observed from Winnow's reports that their leafy greens weren't staying fresh. To make sure guests always have the freshest vegetables on their plates, they switched to a supplier who grows them using hydroponics. This was one of many actions which has helped the resort save 17,000 meals per year.

Top 3 prevention tips:

1. Improve inventory tracking and use first-in, first-out systems
2. Store and label items consistently
3. Keep ripe and unripe fruits apart



Trimming

Trimming or 'prep' waste can account for up to 40% of kitchen waste. It's often dismissed as unavoidable, but with the right training, planning, and creativity, can be reduced by as much as 40% - equivalent to 1-2.5% in food costs.

Case study

In 2024 we partnered with Chef Vojtech Végh to provide practical training and tools to help chefs unlock the value in their trimmings. Inspired by workshops with Chef, Red Carnation cut trimmings waste by 40% in 6 months across 7 hotels. Initiatives included replacing the treacle in their house soda bread recipe with molasses made from fruit trimmings.

Top 3 prevention tips:

1. Use data to identify your most wasted trimmings.
2. Build trimmings into menu planning, substituting for ingredients you would otherwise have to buy in.
3. Regularly refresh your team's knife skills to ensure maximum yield from ingredients.



You can learn more about our work with Chef Vojtech in the next chapter.

From trimmings to treasure

Simple recipes every kitchen can replicate to create value from your trimmings waste.

Take a common trimming...

and transform it into:

Bread offcuts

Flaxseed crackers to serve on your cheeseboards

Carrot tops

Herb salsa, oil or pesto

Watermelon rind

Chutneys, fritters or vegetable curries

Fruit peel

Molasses or syrup for baking and cocktails

Pineapple skin

Glaze for roast meats

Overproduction

In sites with buffet operations and where food is prepared in advance, most food is wasted simply because we make too much. Easy changes to operations can quickly drive reductions in overproduction waste, and we always recommend kitchens start their food waste reduction journey here.

Case study

A Marriott hotel in London cut scrambled egg waste by 42% in a month by introducing batch cooking and a live egg station during peak periods.

Top 3 prevention tips:

1. Batch-cook in response to demand during meal service instead of preparing one big quantity ahead.
2. Use live stations to produce food on demand, reducing waste and improving the guest experience.
3. Use shallow or smaller containers for your buffet to maintain the appearance of abundance, especially towards the end of service.



Plate Waste

The uneaten food from guests' plates can contribute up to 30% of an operation's total food waste. There are various ways to reduce this without compromising on the guest experience.

Case study

In 2023 Hilton cut breakfast plate waste by 62% across 13 UAE hotels. Initiatives included optimising the size of their pastries and displaying 'nudge' messages to guests.

Top 3 prevention tips:

1. Optimise portions and reduce plate sizes at the buffet - guests can always come back for more.
2. Educate guests through signage and nudges.
3. Remove commonly wasted items from your menus.



The business case for cutting waste

These insights show where waste occurs and offer practical steps any kitchen can take - often with immediate results. But reducing waste is just the start.

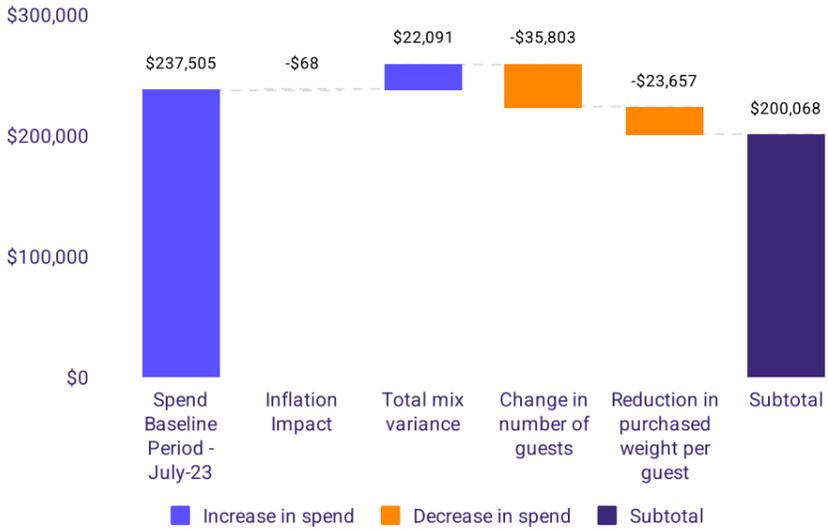
Leading hospitality businesses go further, linking food waste reduction to financial performance. When teams see the bottom-line impact, engagement rises, returns are clearer, and scaling becomes easier.

Hotels using Winnow save an average of \$25,000 a year - savings that fund

better ingredients, training, or innovation. Kitchens typically see a 2-10X ROI.

Yet isolating this impact in the P&L has long been difficult. That's why Winnow created our Food Waste P&L Methodology, helping operators track true financial gains.

By adjusting for inflation, menu mix, and purchasing volumes, it proves how waste reduction drives profitability - strengthening the case for scale.



Example of a hotel's P&L showing a positive result for food waste reduction

Compensation in cost gained by reducing food waste is transformed into higher quality food.

Chef Hashimoto
 Chef de Cuisine | Sheraton Grand Hiroshima



Scaling success across multiple sites

Achieving results in a single site is a strong start. But the organisations leading the charge - like Marriott, Hilton, and Guckenheimer - are those that scale their efforts through structure, consistency, and collaboration.

Scaling isn't just about implementing technology - it's about building a culture where data is shared, insights are acted on, and wins are celebrated across the group.

Four Common Enablers of Scaled Success

- 1 Clear ownership**
 Site-level accountability and KPIs ensure progress is tracked and maintained.
- 2 Cross-site collaboration**
 Top-performing organisations encourage chefs and teams to share learnings, benchmark performance, and replicate what works.
- 3 Recognition**
 Celebrating progress builds momentum. Whether it's internal awards or chef showcases, visible success drives motivation.
- 4 Real-time, shared data**
 Reporting enables F&B leaders to compare performance across properties and direct support where it's needed most.

Our solutions

In 2024, we evolved our approach to tackling food waste - bringing chefs even closer to the heart of the solution, and making our technology faster, smarter, and more intuitive than ever. From deepening our culinary expertise to launching new system features like Throw & Go, we've focused on making food waste prevention simpler, more creative, and more impactful for every kitchen.





The evolution of Winnow Vision

Since day one, our mantra has been: you can't manage what you don't measure. That's why we built VisionAI - a smart camera system that sees, identifies, and reports on what's being thrown away.

By the end of 2024, our AI model had been trained on over 500 million images of food waste - from Michelin-starred kitchens to cruise ship buffets to IKEA meatballs.

Why does that matter?

The more data our AI sees, the faster and more accurate it becomes. Each new image helps the system better identify ingredients and pinpoint avoidable waste with incredible precision. This dataset makes Winnow's AI the most experienced food waste observer in the world - and it's getting smarter every day.





Introducing **Throw & Go**

2024 marked a major leap forward in automation. We've taken everything we've learnt and built the most advanced, frictionless solution yet: **Throw & Go**.

This system removes the last bit of friction from food waste tracking - no buttons, no prompts, no manual entry. Food is thrown away as usual, and Winnow's AI handles the rest.



True no-touch recording

Just toss the waste. Our AI identifies it automatically.



Instant insights

Understand what's wasted where, and get reports that help you identify the biggest opportunities for savings.



Trusted by teams

Built for speed, accuracy, and ease of use in busy kitchens.

Throw & Go is more than a tech upgrade - it's a shift in how kitchens manage waste. With zero added effort, teams gain powerful visibility and control.





Introducing our new team member, **Chef Wojtech Végh**

At Winnow, we know that technology is only part of the solution. True change starts in the kitchen. That's why we're proud to work with some of the world's most forward-thinking chefs - leaders who see food waste reduction not just as a sustainability challenge, but as a source of creativity and efficiency.

In 2024, Chef Wojtech Végh joined Winnow as our Zero Waste Culinary Advisor. With years of experience leading sustainable kitchens, Wojtech has dedicated his career to proving that great cooking and zero-waste principles go hand in hand.

He joined Winnow to help expand the practical guidance we offer chefs, with a particular focus on trimmings waste - an often-overlooked category. While many kitchens treat trimmings as an unavoidable byproduct, Winnow's data shows that over 40% can be avoided, unlocking 1-2.5% in food cost savings. With Wojtech's expertise, we're working to turn these overlooked cuttings into culinary opportunities.

Here, he shares his perspective on working with Winnow, what we're achieving together, and why food waste reduction is a movement that every chef can be part of.



"I started working in kitchens more than a decade ago, but I wasn't always cooking zero-waste. I travelled the world, working in different kitchens across different countries but always seeing the same thing - a lot of edible food in the bin at the end of the day.

One day I was lucky enough to work with a chef who was hyper-focused on using each and every part of an ingredient. It made perfect sense to me, as it's how I learnt to cook growing up. Since then I've opened my own zero-waste restaurant and written a book about zero-waste cooking. Now I help other chefs with food waste prevention in their kitchens.

Partnering with Winnow was a natural next step and a very exciting one, as data makes it so much easier to prevent food waste. Having an intelligent system in the kitchen saves so much time for chefs. There's no need to dig through the bin to understand what you're wasting; AI does it for you. It couldn't be any easier.

Reducing food waste in any kitchen is often easier than we tend to think, which is why I believe that zero-waste cooking should be our default option. It not only saves us money, but also reduces our environmental impact - something we should all be striving for.

There are now thousands of chefs across the world who are making food waste prevention part of their operation. I'm excited for it to become the new standard in our industry, and to be working with Winnow to accelerate how we get there."

And it doesn't end with data. Chefs are supported by a customer success team, who I help to upskill. What we see is chefs going from being sceptical to enthusiastic as they discover how easy food waste prevention can be. A group of luxury hotels we worked with achieved a 40% reduction in their trimming waste in just a few months, which is saving them more than \$47,000 each year."





Winnow founded and Waste Monitor launched in single staff restaurant

2014

Waste capture expanded to include post consumer or 'plate' waste



2021

IKEA become first global company to halve pre consumer waste, saving 20 million meals in 4 years

2022

2016



Waste Monitor reaches early scalability

2019

Winnow VisionAI launched



2017

Research and development on AI solution, Winnow VisionAI, begins with IKEA

Fully automated AI solution, Throw & Go, launched

2024



10
years of
winnow



Our impact

At Winnow, measuring food waste is just the beginning. Our impact is driven by the reductions our data helps our customers achieve - empowering the world's leading hospitality businesses to reduce waste, save money, and cut carbon emissions.

That's why we measure our progress against our north star: to help the hospitality industry save \$1 billion in food waste by 2027.

Global reach



90+ countries

using Winnow



Thousands of kitchens

using Winnow

Food waste reduction



60 million meals

saved annually



\$85 million

in food cost savings per year

Environmental impact



106,000 tonnes of CO₂e

avoided annually, the equivalent to a car driving around the earth 10,844 times

All annualised figures as of December 2024



How we think about our carbon footprint

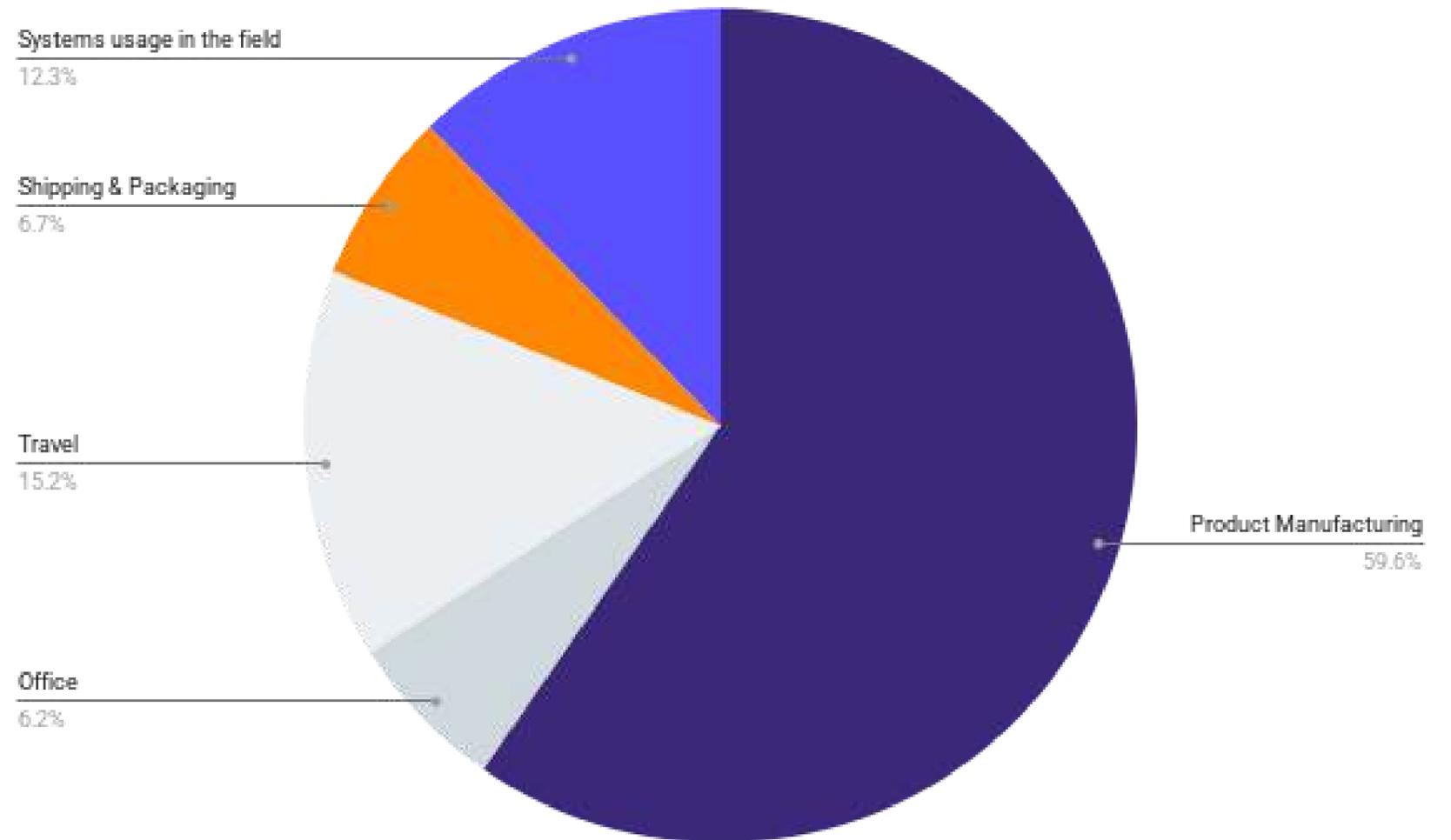
Being a mission-driven business isn't just about helping our customers reduce their environmental footprint - it's also about minimising our own.

At Winnov, we take a holistic view of carbon emissions. We believe having a Net Zero goal can be reductive for companies like ours, whose core products and services help others to achieve their goal.

Our biggest impact comes from preventing food waste in kitchens. We therefore aim to maximise the ratio of emissions saved by our customers to emissions produced through our operations. This means we prioritise direct emission reductions in our business operations and driven by our customers, rather than investing in alternatives such as offsetting projects.

Scope 1: 0
Scope 2: 29,570 kg CO₂e
Scope 3: 1,206,535 kg CO₂e

Total carbon footprint: 1,236,106 kg CO₂e



For every tonne of carbon we emit, our customers save 63 tonnes of CO₂e – up from 48 tonnes in 2023



Carbon emissions saved by our clients from using Winnow



*Dec 2023 annualised value (median)



We want to continue to improve the ratio by:

- Further developing our products to help our customers reduce even more of their food waste
- Refining our hardware to reduce material use and extend the life of our systems, reducing our Scope 3 emissions.

Certified



Corporation

We're proud to have been a **Certified B Corporation since 2017** – proof of our commitment to balancing purpose and profit, meeting the highest standards of environmental and social responsibility.



At Winnow, our people and customers are as diverse as the thousands of global food items we're dedicated to saving. We prioritise accessibility and inclusivity, ensuring that everyone feels welcomed, valued, and catered to. We're unwavering in our commitment to continuous improvement, evolving our work environment and products to meet the unique needs of our unique team.

We embrace diverse perspectives from our global team and the thousands of chefs around the world who use our technology.

We know it's only by listening and acting on these insights that we will achieve our mission.

- 23 languages spoken by our global team
- Diversity & Inclusion was our second highest scoring category (out of 14) in our 2024 employee engagement survey

Our people

Our love of food unites us, and our diverse, global outlook sets us apart.



Himanshu

"Winnow has a way of bringing together the right people - mission-driven, collaborative, and committed to making an impact beyond themselves. I've always found support when I needed it and the freedom to drive my own growth. That same sense of purpose extends to our clients, as we work together to fight food waste and create lasting change."

Software Developer based in London



Julia

"I feel so fortunate to have found a company whose values so closely align with my own. I wake up genuinely excited to work each day, knowing my actions contribute to a more sustainable world. Meeting chefs from all over the world and getting to connect with many of them in person has been a truly impactful experience."

Business Development Representative based in Chicago

Ken

“What excites me about working at Winnow is how we are constantly developing newer, smarter technology. Our AI helps to solve a problem so many people care about, but struggle to tackle effectively. Operating in Asia, where in many cultures abundance has long been celebrated, we’re helping reshape perspectives while giving businesses practical tools to drive change.”

Managing Director based in Singapore



Sugandha

“Every little task at Winnow connects to a bigger purpose: helping the hospitality industry cut food waste. It’s incredibly rewarding to see our work translate into measurable sustainability outcomes and meaningful impact for our clients and the planet.”

Customer Success Lead based in Dubai



Our Future

Food waste is one of the greatest solvable challenges of our time - and the hospitality industry has a critical role to play in addressing it. This report has shown what's possible when teams are empowered with data, supported with the right tools, and united by a shared commitment to doing better.

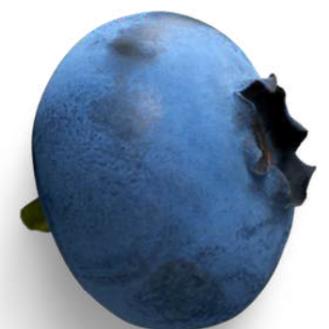
At Winnov, our mission is simple: to help the hospitality industry save \$1 billion a year in food waste. It's a bold goal - but one we believe is firmly within reach. In 2025, we expect to hit a major milestone: helping our clients achieve \$100 million in annualised food cost savings.

We're proud of the progress so far, but we know we're just getting started.

We'll continue to invest in our solutions to make measuring food waste easier, faster, and more integrated into the daily rhythm of a kitchen. Because the more visible waste becomes, the more action it inspires.

But most of all, we're excited about what our partners will go on to achieve next - and how we can help them get there. Whether it's reimagining a menu, scaling success across a portfolio, or embedding a zero-waste culture, we're here to support the journey.

Together, let's build a future where food is valued, not wasted.





References

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