

Redefining Luxury Hospitality: Four Seasons Madrid Reduces Food Waste by 30% with Winnow

Four Seasons Madrid, in partnership with Winnow, is leading the change with sustainability in luxury hospitality. Within six months, the hotel has reduced food waste by 30%. This initiative, part of the hotel's commitment to environmental stewardship, meets the evolving expectations of guests but also demonstrates how sustainable practices can be seamlessly integrated into the luxury experience, setting a new benchmark for the industry.

Nestled in the heart of Spain's vibrant capital, Four Seasons Madrid epitomises luxury and elegance. In an era where consumer awareness of environmental issues is on the rise, the hotel stands out by integrating sustainability into the quintessence of guest experience. Recognizing that modern luxury is not just about opulence but also about contributing positively to the planet, the hotel has embraced innovative strategies to enhance community welfare and environmental sustainability.

Food waste is a critical global issue, contributing to about 8% of worldwide greenhouse gas emissions. In the hospitality industry, where extravagance often leads to significant waste, tackling this issue is necessary. Four Seasons Madrid, in partnership with Winnow Solutions, has taken a proactive stance by adopting technologies that minimise waste and optimise resource use.

Winnow's advanced technology plays a crucial role in the hotel's sustainability initiatives, providing a significant advantage in combating food waste. Utilising smart scales equipped with cameras, the system captures images of discarded food, allowing AI-driven analytics to identify and quantify waste by type, quantity, and time. This process not only grants the kitchen team real-time visibility into waste patterns but also enables the entire culinary team to make informed, data-driven decisions that optimise food preparation and consumption, significantly curtailing waste.

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Implementing Winnow has shown a radical change in our waste management. Detailed reporting has allowed us to identify key areas for improvement, achieving significant reductions in our food waste.

Miguel Serrano | Hygiene Specialist
Four Seasons Madrid

Waste reduction results



45 tons CO2e saved annually



30% reduction in food waste



€88,000 saved annually



26,000 meals saved annually

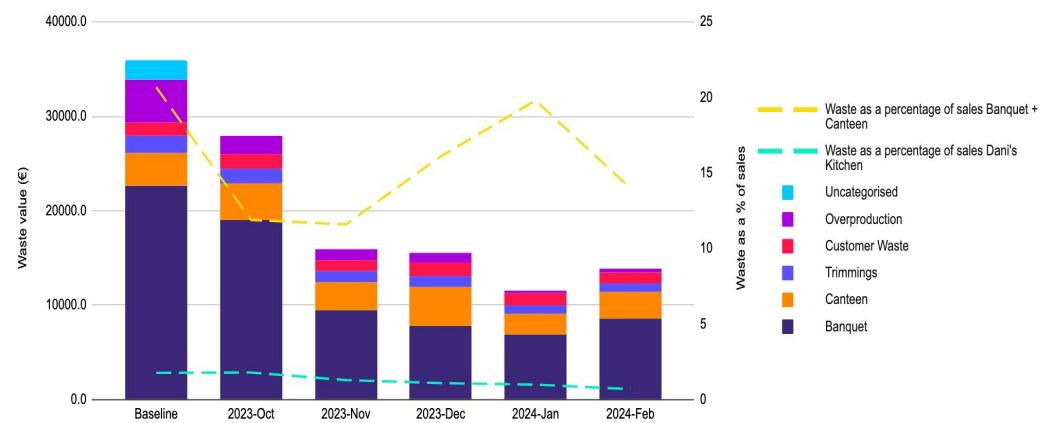
The daily operation of Winnow’s system transforms into actionable insights through comprehensive reports compiled each day. These reports offer a granular view that is critical for targeted interventions.

Every morning, the kitchen team takes a look at the daily reports to see their waste patterns. This review session involves analysing transactions from the last 24 hours displayed on kitchen devices and the Winnow online platform, pinpointing voluminous or unusual waste outputs.

From these data-driven insights, the team at Four Seasons Madrid identifies specific areas for improvement. Decision-making is a collective process where chefs, kitchen managers, and the hygiene team discuss potential strategies based on Winnow's reports. Initiatives such as adjusting the sizes of containers towards the end of buffet service to reduce leftovers, repurposing vegetable trimmings for broths or sautés, and fine-tuning the production volumes of bakery and fruit items for breakfast buffets are all outcomes of these collaborative discussions.

This approach ensures that every decision made is aligned with the goal of minimising waste, enhancing sustainability, and maintaining the luxury service standards Four Seasons is known for.

Looking ahead, the hotel is committed to advancing its sustainability initiatives. Miguel Serrano, Hygiene Specialist at Four Seasons Madrid states: **“The most rewarding thing has been seeing how the entire team, have committed to sustainability, transforming our "zero waste" culture into a collective effort.”**



To continue this “zero waste” culture the focus remains on purchasing local and seasonal ingredients to support regional farmers and reduce transportation emissions, and collaborating with suppliers who prioritise sustainable practices.

Four Seasons Madrid is leading the transformation in the luxury hospitality sector by proving that environmental responsibility and luxurious service can coexist harmoniously. Sustainability has become an integral part of the luxury experience offered by the hotel. This approach not only meets the evolving expectations of guests but also delivers on economic efficiency and environmental stewardship. The team’s journey with Winnow is a testament to the potential of technology in reshaping the future of luxury hospitality, making it a win-win-win for the hotel, its guests, and the planet.

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.