

# How DoubleTree Al Jadaf turned food waste into 34,000 AED



For hotel kitchens, food waste is a substantial challenge which is often seen as a cost of doing business. Chef Dean at the DoubleTree by Hilton Dubai Al Jadaf hotel, opted to see this as an opportunity rather than a roadblock.

Recognising the gravity of the food waste issue, Chef Dean steered his team towards the Winnow system to help manage food waste. Since partnering in June, the kitchen team have saved 34,000 AED on food costs, reduced their annual food waste by 10 tons which is approximately 24,000 meals saved from the bin.

## Adopting Winnow

From the beginning, Chef Dean held weekly meetings to break down and really understand what the Winnow reports were saying. These meetings brought the whole team together to raise awareness of the issue and discuss the scope of their wastage. This practice has contributed to the profound shift in the team's attitude towards food waste.

As a result, they have become more mindful when preparing food and are more aware of the larger impact of their efforts on the hotel's food costs.

## Prioritising food waste

When asked to offer a piece of advice to fellow chefs, Chef Dean stressed the importance of making food waste a priority. He believes that the old, carefree days of disregarding what leaves the kitchen are gone. He emphasises empathy for the time, energy, and resources it takes to grow, pick, wash, and package food.

By helping his team understand the life cycle of an ingredient, he's noticed a perceptible change in their attitude. They're more hesitant to throw away trimmings, and more open to learning about the realities of food waste. This proactive attitude has trickled through to the rest of the team.

A resource-conscious mindset is nurtured and the team are encouraged to think creatively about how to reduce waste.

With Chef Dean at the helm, the team started to map out strategies to curtail waste. They zeroed in on two primary waste sources: large-quantity items like fruit and vegetable trimmings and frequently discarded high-value items.



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 Al Jadaf

## DoubleTree Al Jadaf Waste Reduction Results



34,000 AED cost savings



24,000 meals saved



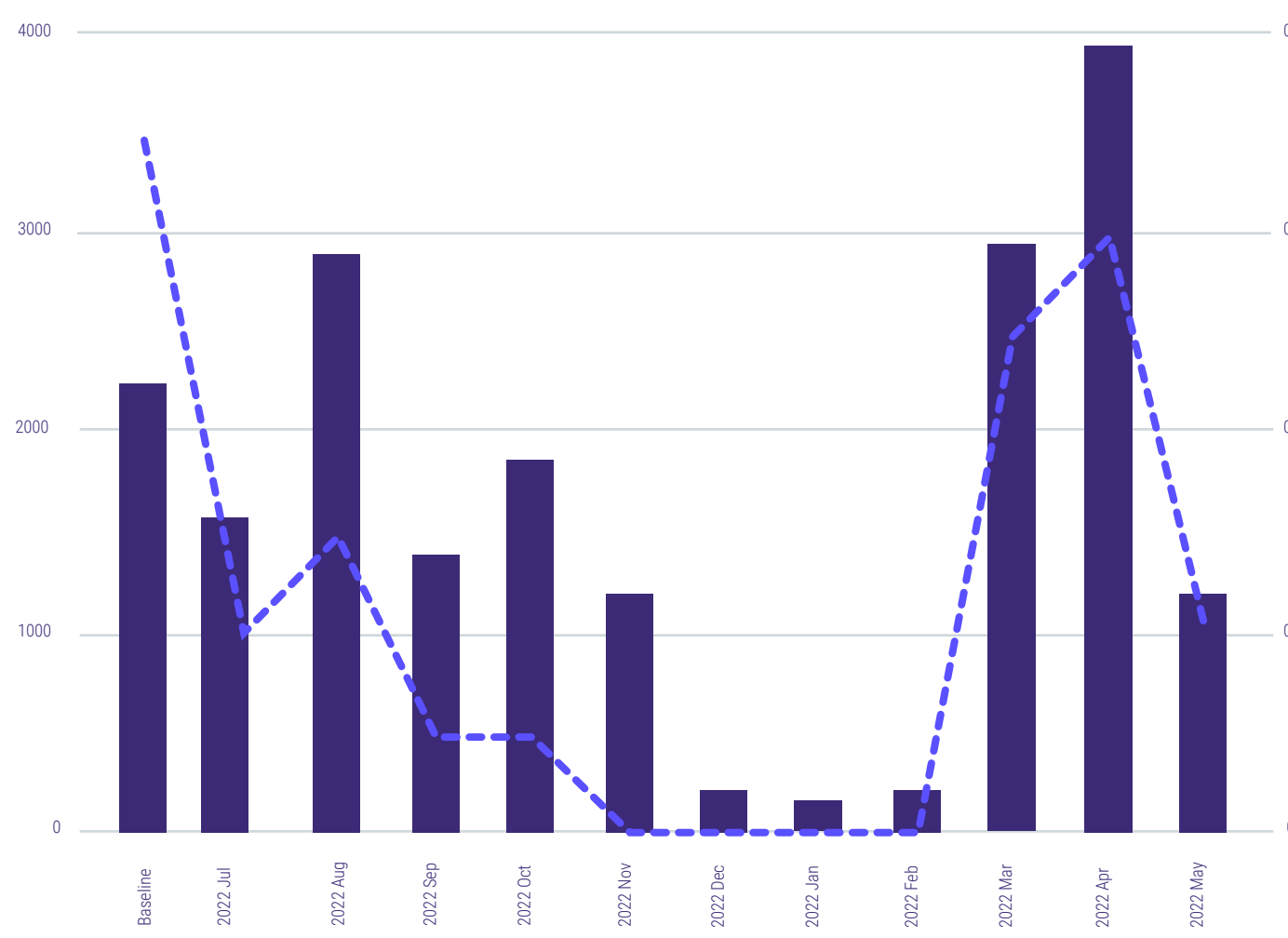
10 tons of food waste prevented from landfill

## Using Winnow data to reduce food waste

The first major initiative was aimed at minimising waste from fruit and vegetable trimmings. The team noticed that melons were a significant contributor, due to the substantial breakfast demand. By promoting a more careful and slower-cutting approach, they have been able to reduce melon waste by 10%. This highlights that improved preparation methods can have a considerable impact on waste reduction.

The second key initiative, dubbed 'reworking', entailed creatively repurposing potential waste. Herb stalks, which are usually discarded, are now juiced and served as a healthy addition to the breakfast menu. Bread trimmings are transformed into croutons and breadcrumbs, providing a unique element to the hotel's culinary offerings. They also began reworking leftover baked goods into delicious new dishes. Leftover muffins, cakes, and croissants were soaked in fruit juice overnight, infusing them with a fruity

Overproduction ■ Waste as % of sales ---



flavour, and then repurposed into a unique Russian cake for the next day.

The team's efforts have yielded remarkable results: an annual saving of 24,000 meals, a reduction in yearly costs by 34,000 AED, and 10 tons of food diverted from the landfill. The story of this hotel serves to prove that a commitment to sustainability and creative thinking can bring substantial financial and operational benefits.

## Summary

### Meetings & Awareness

Regular meetings are conducted to dissect Winnow reports, creating a shift in the team's perception of food waste.

### Precision cutting

Careful and slower cutting techniques have been adopted, reducing waste from large-quantity items.

### Food lifecycle training

The team is educated on the life cycle of food, instilling a resource-conscious approach.

### Identifying waste resources

A strategic initiative has been undertaken to identify significant waste sources.

### 'Reworking' - Waste's Makeover

Potential waste is creatively repurposed, turning leftovers into unique culinary offerings.

## 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.



We are proud to be part of the Courtauld 2025 Commitment



We are proud to be part of Friends of Champions 12.3