

# How Hilton Antwerp Old Town made managing food waste a part of its culture, resulting in a 73% reduction

Hilton Antwerp Old Town is a stunning building set in the historic centre of Antwerp, Belgium.

A sophisticated and comfortable hotel with over 200 rooms, numerous restaurants to choose from and onsite fitness centre. Located a short walk from the train station and with several conference rooms, the hotel is perfect for business meetings.

Food waste is a global issue and, Serge, the General Manager and Ahmed, the Executive Chef, are fully aware of this. They know the environmental impact of food waste and how reducing this helps them stay on top of their ESG targets and contributes positively to the identity of the hotel. For the team, saving money on food waste means more money to

reinvest back into the hotel to improve the experience for customers. Winnow Transform, an AI-enabled system was introduced in December 2022 to tackle food waste. The system recognises each food item being thrown away, which reduces the time investment from the team and is therefore a win-win for the whole team.

Serge knew that greater reductions could be achieved if the whole team was passionate about food waste. To engage his team, Serge and Ahmed have encouraged input between all departments of the hotel, not just the catering team. This means waste reduction is becoming a real part of the culture of the whole hotel, and a committed and excited team has led to an overall reduction of food waste by 73%.

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We know that making reductions is a whole team game, we'll get 110% out of Winnow if we count on everyone to help. We're working hard and can see the impact we're making. 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.

**Ahmed**  
Executive Chef  
Hilton Antwerp Old Town

## Hilton Antwerp Old Town Waste Reduction Results

- €38,000 cost savings
- 22,000 meals saved
- 8.6 tons of food waste prevented from landfill
- 37 tons of CO2 saved

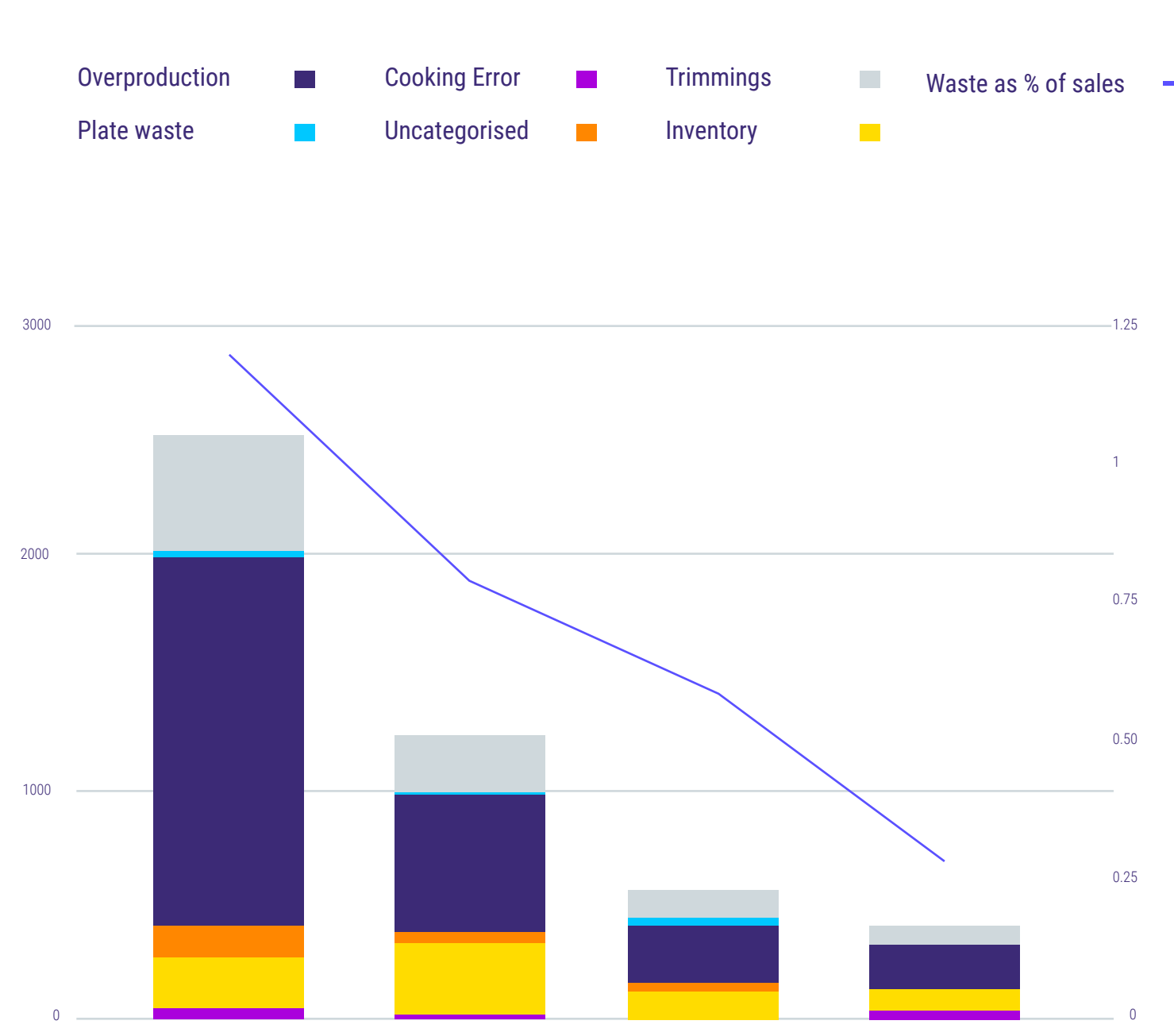
Tracking waste accurately is the first stage of making reductions. If the team knows exactly why saving food is important, and how it can benefit them in the long run, they are going to be more invested and make sure they're doing all that they can to track waste correctly.

From there, Winnow can provide more accurate data from which the team can base decisions. Having the data readily available means the kitchen team is more aware of their waste output.

Ahmed encourages his team to be open-minded and creative so that they can all contribute to find innovative ways to reduce food waste. An example of this in action is a chef having 3 kilograms of potatoes about to go to waste, he wanted to avoid this at all costs and so decided to use them to thicken a soup.

This was a double victory because not only were the potatoes saved but they also reduced the amount of flour being used.

Ahmed has found Winnow to help save time as well as money. By spending only ten minutes each day looking at his daily reports, he has a much clearer picture of kitchen operations.



As an example, tracking waste items from the previous day means he can see when lots of salad goes straight in the bin. He realised that his team were spending time chopping tomatoes which ended up going in the bin at the end of the day. To mitigate this he encouraged them to chop half as many - saving both the tomatoes and his team's time which could then be invested elsewhere.

The team at Hilton Antwerp Old Town have shown the importance of engagement. Serge and Ahmed's hard work to change the culture of the hotel has paid off and the results are clear. They provide an excellent example of how much is available to a site when the team is fully engaged, and how the culture around food waste and the environment has led to an impressive 73% reduction in just 4 months.

## 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.



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