



# Sustainable Evolution at Hilton Brussels Grand Place saves 13,000 meals from the bin.

The kitchen team at Hilton Brussels Grand Place implemented Winnow in 2022 to reduce food waste. Since then, food waste has been reduced significantly by monitoring common waste items and repurposing leftovers. This led to saving 13,000 meals from landfill, reducing their carbon footprint by 22 tons of CO2 equivalent, and saving €30,000 in food and operating costs.

Chef Vincent's creative approach to sustainability extended beyond food waste, driving engagement and promoting better practices in the team, proving a positive model for the industry. At the Hilton Brussels Grand Place, Chef Vincent and his team are implementing a proactive approach to sustainability.

A seasoned culinary leader with 25 years of experience, Chef Vincent has been leading the team towards more environmentally friendly practices. Introducing Winnow in March 2022 was just one step in their sustainability journey.

For Chef Vincent, it all begins with the team. He understands that success with Winnow requires the whole team to understand the importance of tackling food waste and get involved. Starting with the objectives and benefits of the system, Vincent made sure the whole team were sufficiently trained and understood the importance of sustainability at the hotel. The team was gradually eased into the system, starting with simple tasks and progressing steadily.



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

**Chef Vincent**  
Hilton Brussels Grand Place

### Hilton Brussels Grand Place Waste Reduction Results

- €30,000 cost savings
- 22 tons of CO2 saved
- 13,000 meals prevented from landfill

Chef Vincent emphasised that Winnow wasn't about surveillance, but rather about enhancing operations. He fostered a positive, participative environment, assuring staff members that they could work with the system independently, even in his absence. This approach allowed the team to take ownership of the system, boosting their confidence and commitment.

#### Initiative #1 Centralise all plate waste into a single location

This allowed the kitchen staff to collect all the waste at once, minimising the time taken to dispose of individual items. Moreover, it ensured that only the stewarding team was responsible for categorising waste.

This innovative strategy helped maintain high data quality, as the experienced stewarding team was in charge, thereby reducing the chances of inaccuracies in data entry by less experienced or seasonal staff.

#### Initiative #2 | Waste reduction during meal preparation and service

By utilising the data provided by Winnow, the team was able to determine which food items were most frequently wasted. They then adjusted these - particularly during the breakfast service.

This initiative significantly reduced the amount of leftover food, as the team was more aware of the food quantities needed during different periods of service.

#### Initiative #3 Repurpose leftover food

Refrigerated items, such as sandwiches intended for executive lunches, were reassigned to different areas when not used in time.

This ingenious practice prevented good food from being discarded and offered fresh alternatives for other meals, like in the staff canteen or for other executive lunches.

#### Initiative #4 Make sustainable choices

The fourth initiative is a clear example of Chef Vincent's innovative approach to sustainability. Leftover vegetables, still fresh and wholesome, were repurposed into soup for executive lunches. This not only minimised waste but also provided a nutritious and tasty option for guests, further showcasing the hotel's commitment to sustainability without compromising the quality of service.

By implementing these strategies, the hotel has made strides towards eco-friendly operations and massively reduced their food waste. They have saved 13,000 meals from going to landfill. These efforts have also led to a notable decrease in the hotel's carbon footprint, with a reduction of 22 tons of carbon dioxide equivalent.

Additionally, these waste reduction measures have yielded significant economic benefits, saving the hotel €30,000 on food and operating costs. This compelling mix of environmental and financial benefits shows the potential of conscientious, data-driven waste management.

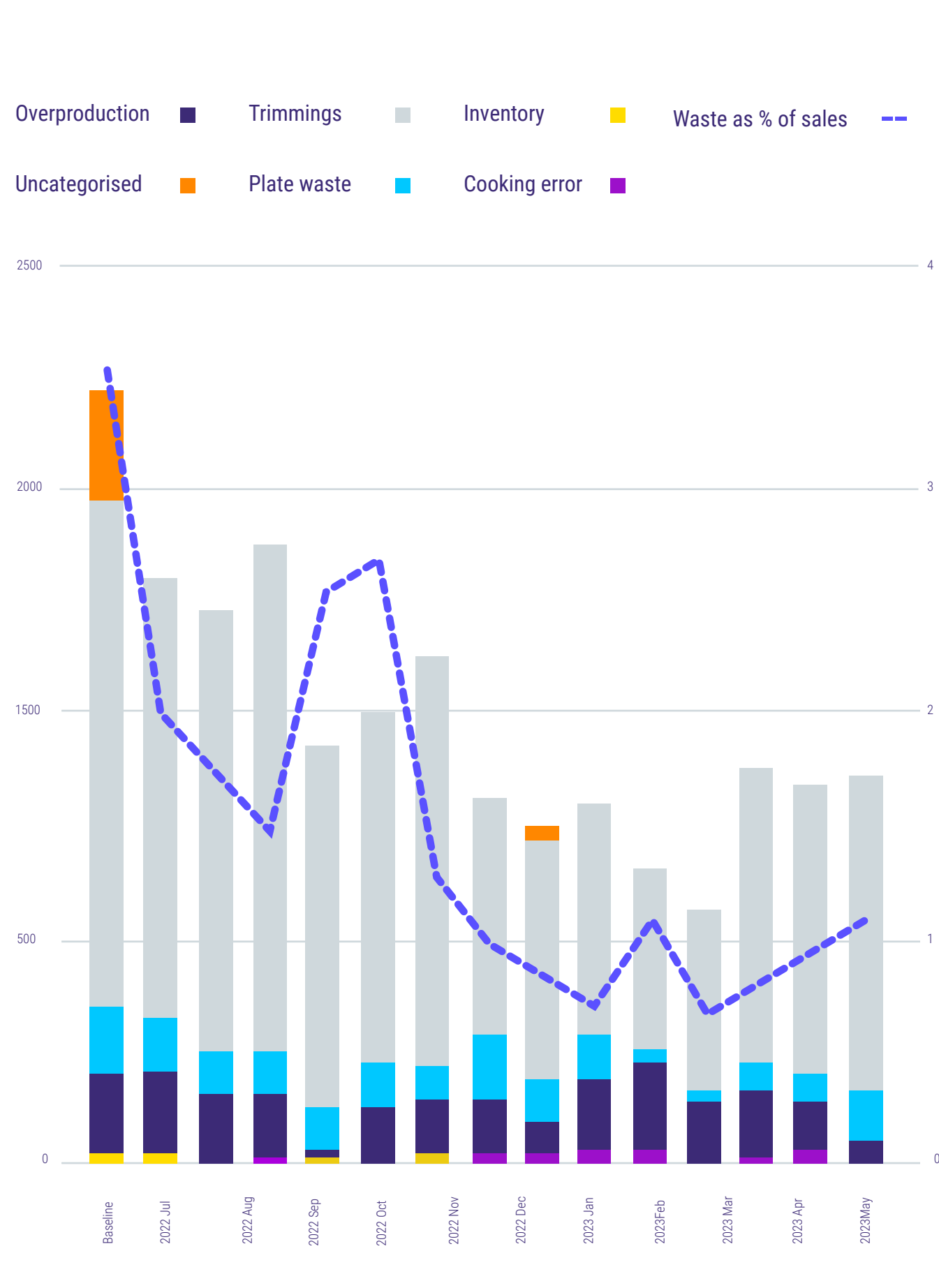
**"The financial savings from reducing waste have allowed us to partner with more local suppliers, further reducing our environmental impact."**

But Chef Vincent's vision of sustainability extended beyond food waste. The cost savings from the efficient kitchen were channelled into more sustainable practices.

The hotel partnered with more local suppliers and have developed a strong relationship with a local Belgian farm, reducing plastic waste and limiting yoghurt waste.

With every morning marked by a 'petit challenge' of categorisation, Chef Vincent turned what could be seen as a chore into a light-hearted, engaging task.

He involved the team in the project, appreciating their contributions and guiding them towards better practices.



The journey of the hotel and Chef Vincent is one of continuous growth and evolution towards sustainability. Their story illustrates that taking slow, calculated steps while maintaining a positive environment can result in meaningful change. Through their determination and innovative approach, they've become an inspiring example for others in the industry.

**"We're always working on lots of small initiatives to make the hotel more and more sustainable, more 'green'. Every little step matters."**

In Vincent's words, the key advice for other chefs is to **"re-use as much as you can - in soups, in other dishes. Focus on making it as simple as possible for the team and keep it positive!"** Indeed, at the hotel, sustainability is not just a buzzword; it's an ethos ingrained in the kitchen.

## Summary

Adjusted meal preparation & service	Centralised plate waste collection	Repurpose leftover food	Make it positive	Reinvest savings from waste reduction
Change food quantities based on waste data patterns.	Collect plate waste, then throw it away together to improve data quality.	Utilise surplus food for other meals to minimise waste.	Encourage team motivation and participation in sustainability practices	Used savings to partner with local suppliers, reducing environmental impact further.

## 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.