

# How Hilton Glasgow promoted communication and saved 24,000 meals in 7 months

The Hilton Glasgow is located a stone's throw from the historic city centre. Their 319 rooms are accompanied by an indoor pool, sauna and steam room. The hotel's various restaurants and eateries include a traditional Scottish breakfast buffet, the Tea Lounge by Dilmah, and the sophisticated Whisky Mist Bar & Kitchen.

The Hilton Glasgow has taken a proactive approach to sustainability and food waste reduction. This focus aligns with Hilton's mission to reduce food waste sent to landfill 50% by 2030, and they also want to lower overall kitchen costs to account for the inflation crisis and other difficulties faced by the hospitality industry. The team was enthusiastic to onboard Winnow as a multi-faceted solution, and has worked hard to successfully reduce food waste. As a hotel, they knew that they were generating significant waste every day, but had no way to

determine exactly how much was being produced.

That's when Calum, the General Manager, decided to partner with Winnow – to provide them with the technology and data to understand and manage their kitchen waste.

Calum knew that technology was the key to reducing food waste. The Winnow Transform System is an AI-enabled camera with a digital scale that is used to track all items of food waste from the kitchen.

Since the installation in August 2022, the team has used the data provided in Winnow's reports to gain an overview of food production at the hotel. The data gives visibility on what food they waste, when they waste it and why they waste it. Using this data, they have identified patterns and taken concrete steps to reduce their environmental impact and make their operations more sustainable.



We knew that we were creating significant waste through our day to day operations but we couldn't easily quantify or value what was being created. Winnow provided an opportunity to create useful data that we could then act on.

## Calum Ross

General Manager  
Hilton Glasgow

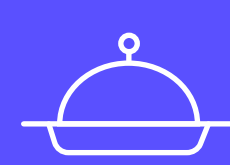
## Hilton Glasgow Waste Reduction Results



£20,000  
cost savings



24,000 meals saved



9.5 tons of food waste  
prevented from landfill

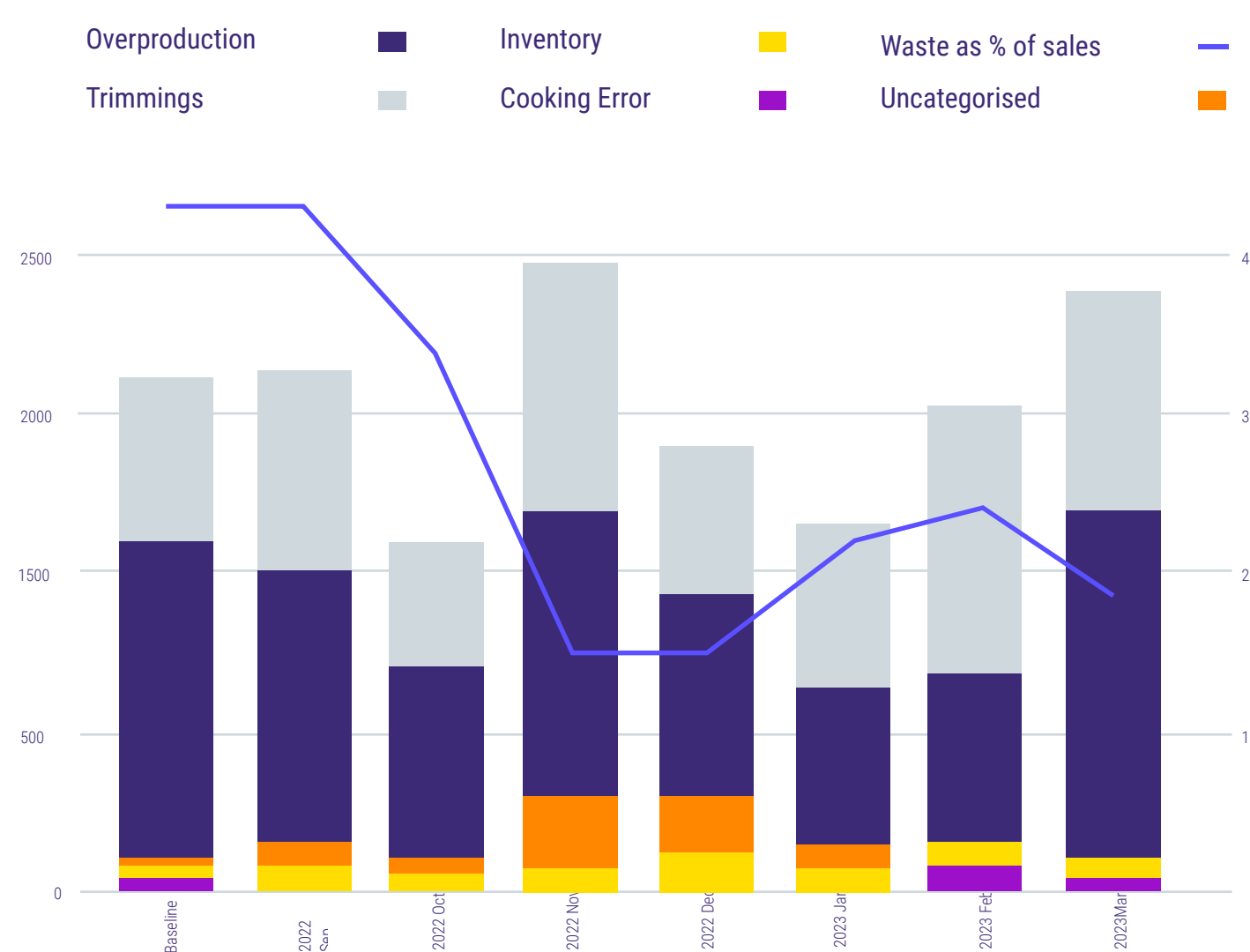


40.9 tons of avoided  
CO2e gases

The primary area of focus for Calum and his team was overproduction. This is food that gets prepared but never makes it to customer's plates and ends up being thrown away. Typically, overproduction is the largest category of food waste produced, usually between 30-70% of all food waste. At Hilton Glasgow, they have successfully introduced two main strategies and have reduced overproduction by 60%.

First, using the data provided by Winnow, the kitchen team at Hilton Glasgow recognised that there was a discrepancy between the amount of food they were producing and the number of people staying in the hotel. A way to combat this was to increase communication between departments, giving the kitchen more of an insight into the hotel occupancy and therefore how many people would be eating each meal. Using this information, the kitchen team has been adjusting the quantities of food being produced, overall resulting in less food waste.

The second initiative developed to reduce overproduction has been to start the buffets with smaller amounts of food, and replenish them regularly when needed. Uneaten food from the breakfast buffet is redirected to the staff canteen, creating a win-win situation where the amount



of food waste is further reduced and the staff benefit from a delicious breakfast.

The results from these initiatives is clear as the team have managed to save 24,000 meals from the bin, which contributes to an annualised saving of £35,000. Introducing Winnow has also improved the hotel's carbon footprint. In the past 7 months, they have saved 40.9 tonnes of CO2e which is enough energy to power 8 homes for a year.

Calum and the team at the Hilton Glasgow have shown how increasing communication can provide great results. Great reductions have been achieved by using hotel occupancy data when preparing meals, and redirecting leftover food towards the staff canteen. The results after just 7 months are very impressive and a big step towards reaching the target of halving waste by 2030.

## 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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