

Guckenheimer becomes first major U.S. food services provider to cut food waste in half

Guckenheimer, a prominent food services provider across North America, has always placed sustainability at the heart of its operations. Serving a wide range of clients, from corporate offices to universities, Guckenheimer operates a complex network of kitchens. Committed to making a tangible environmental impact, Guckenheimer set an ambitious target in 2021: to reduce food waste by 50% by 2024.

By partnering with Winnow, a leader in AI-powered food waste solutions, Guckenheimer achieved a 64% reduction in food waste across its portfolio, far surpassing its original goal, and becoming the first major U.S. food services provider to accomplish this goal. Over the course of this partnership, Guckenheimer has saved an estimated 983,000 meals annually from reaching landfills and saved \$1 million in food cost savings annually, which has been reinvested in Guckenheimer's product offerings

The global food waste challenge

Global food waste issue is a pressing environmental challenge. The UN's Food Waste Index Report estimates that over 1 billion tons of food were wasted in 2022, with the food service sector contributing 28% (290 million tons) of that total. In the United States, the surplus food generated by the food service industry alone was valued at \$138 billion in 2022. Reducing food waste on this scale presents a critical opportunity to combat climate change, reduce CO2e emissions, and conserve resources. By leading efforts to tackle food waste, Guckenheimer is not only contributing to reducing waste within its own operations but also playing a significant role in addressing this global challenge.

Data-Driven Efficiency and Sustainability

To meet its food waste reduction target, Guckenheimer deployed Winnow's AI technology in hundreds of kitchens. Winnow's Vision system features a motion-sensor camera,



We are incredibly proud to have surpassed our food waste reduction goal by a wide margin ... This accomplishment underscores the value we deliver to our clients and communities from an environmental and sustainability perspective and also accentuates our commitment to championing environmental responsibility

Paul Fairhead, CEO of Guckenheimer

Waste reduction results



64% food waste reduction



\$1 million in food cost savings annually



1,500 metric tons of CO2e avoided annually



983,000 meals saved annually

smart-scale, and tablet that automatically identifies over 1,000 food items based on a database of 327 million images of food waste. It instantly calculates the weight and cost of discarded food, with all data uploaded to the cloud for analysis. This data enables Guckenheimer kitchens to access daily, weekly, and monthly reports, allowing them to drive operational efficiencies, change behaviours, and innovate their cooking and plating techniques. For instance, by tracking daily waste trends, Guckenheimer teams adjusted their meal preparation techniques allowing its staff to track occurrences and trends in food waste within their production stream and ultimately empowering them to adopt practices that significantly reduce waste.

These results not only highlight Guckenheimer's leadership in food sustainability but also contribute to the company's broader goals under its parent company ISS's mission to halve food waste by 2027 and support the United Nations' SDG 12.3 objective to reduce food waste globally.

Ease of Integration

Guckenheimer's adoption of Winnow's AI technology was both seamless and impactful. The integration began with establishing a baseline measurement of food waste, which allowed Guckenheimer to track

progress and adjust kitchen operations accordingly. Winnow's Vision system empowered chefs to make data-driven decisions that reduced waste in real time. Anne Moser COO of Guckenheimer emphasised this saying **"The integration Winnow into the kitchens has been very easy. We introduced the winnow to all of our locations, and it has now become a normal part of what the chefs do every day."**

This collaborative approach fostered enthusiasm among the chefs, many of whom were personally passionate about sustainability. Winnow's ability to identify waste trends empowered teams to change their methods, reducing unnecessary food production and rethinking preparation processes.

Looking Ahead

Guckenheimer's partnership with Winnow continues to inspire further innovations. Moving forward, the company plans to expand its sustainability initiatives, including the use of locally sourced ingredients and more comprehensive recycling programs. Guckenheimer's ongoing commitment to environmental stewardship positions it as a leader in sustainable food services, setting a strong example for the industry.

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.

