

Shifting Cultures, Hidden Opportunities: How The Santa Maria, a Luxury Collection Hotel & Golf Resort, Panama Is Tackling Food Waste with AI

In Panama, a country rich in culinary tradition, The Santa Maria, a Luxury Collection Hotel & Golf Resort, is leading the change in food waste reduction. Beyond luxury and fine dining, the hotel is using Winnow's AI technology to uncover hidden opportunities and reduce food waste in ways that go beyond traditional hospitality practices.

At the heart of this transformation is Executive Chef David Izquierdo Jover, whose global culinary journey—from Michelin-starred kitchens in Spain to award-winning restaurants in Hong Kong and Mexico—has shaped his vision for a more sustainable future.

An emerging challenge

While sustainability practices are gaining traction globally, food waste remains an emerging challenge in many parts of Latin America. Chef David points to key barriers, such as limited awareness, inconsistent waste tracking, and inefficient resource management within kitchens. Recognizing these gaps, The Santa Maria, a Luxury Collection Hotel & Golf Resort, Panama turned to Winnow's AI technology, to provide real-time insights that help identify waste patterns, optimize operations, and reduce food waste effectively.

New Culinary Creations

Since implementing Winnow, Chef David and his team have discovered innovative ways to repurpose ingredients that would have otherwise been discarded. One standout example? Transforming potato

peels—once considered waste—into crispy, delicious snacks for guests.

By tracking food waste, Chef David realized that potato peels accounted for a significant portion of discarded ingredients. Armed with this insight, the team devised a simple yet impactful solution, reducing potato peel waste by over 20%. This shift proves that even small changes can create meaningful impact.

Another eye-opening insight was the opportunity to repurpose wasted cherry tomatoes. With Winnow's data, the team now repurposes them into flavorful compotes, reducing waste while enhancing the menu.

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As a chef, I am deeply concerned about the number of people suffering from hunger worldwide. Knowing that many resources are wasted while there are so many needs motivates us to operate more responsibly.

Chef David Izquierdo Jover,
Chef Ejecutivo

The Santa Maria, a Luxury Collection
Hotel & Golf Resort,
Panamá



Transforming Kitchen Culture

Chef David emphasizes the importance of shifting mindsets within the culinary team, explaining that sustainability isn't just a process—it's a culture. Since implementing Winnow, the team has shown commitment both culturally and personally to reduce food waste. **"By providing accurate data on waste, it has allowed us to visualize the real impact of our actions and make more informed decisions."** Chef David explains.

Daily routines now include real-time waste tracking, regular team briefings, and ongoing training to ensure that every member understands their role in reducing waste.

Raising Awareness

The Santa Maria, a Luxury Collection Hotel & Golf Resort, Panama's sustainability efforts extend beyond the kitchen. By actively sharing their practices with guests, the hotel not only reduces food waste but also raises awareness about responsible consumption. Through educational initiatives they inspire guests to think differently about food waste in their own lives, creating a ripple effect of sustainable habits.

"The first step to reducing waste in the kitchen is awareness. Understanding how much food is wasted daily helps make smarter decisions."

— Chef David Izquierdo Jover, Executive chef, The Luxury Collection, Panama

We value sustainability and respect for ingredients, ensuring we optimize their use and minimize environmental impact.

Chef David Izquierdo Jover, Chef Ejecutivo



The Santa Maria, a Luxury
Collection Hotel & Golf Resort,
Panamá

Leading the way

As The Santa Maria, a Luxury Collection Hotel & Golf Resort, Panama continues to lead the way, their story proves that luxury and sustainability can coexist. By combining innovative technology, creative culinary practices, and a committed team, the hotel is redefining what it means to be a sustainable hospitality leader in Latin America.

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 90 countries with offices in London, Dubai, Singapore, Cluj, and Chicago.



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