Creating a Culture Committed to Food Waste Reduction & Management

Cutting food waste in your hotel kitchen will protect the planet and fight hunger, while providing the ultimate guest experience.

Popular Resources

- Redesigning Your Event
  - Learn More
- 16 Week Digital Toolkit
  - Learn More
- Video Training Series
  - Learn More
Choose a campaign to get started

We developed and tested over a dozen messaging campaigns that expressed a wide range of emotion – from playful, to serious, to sophisticated. Based on the interview findings with guests, hospitality managers and communication directors, we identified two lead campaign directions. They both target guests’ beliefs about food waste, and present messages in a way that’s engaging and easy to understand.

“These concepts address the problem of food waste with a creative spin that isn’t judgemental. It’s a soft touch to a polarizing issue. Well done!”
Cruise Guest

PLANT PLENTY

Planet Plenty is a positive message about the world we share and the food that gets wasted.

With our happy planet as the star, this friendly campaign reminds us that we all share this home together, and we can make positive change through simple actions of care.

FOOD WASTE MONSTER

The Food Waste Monster is a bold and playful approach to fighting food waste.

Vibrant, colorful food shapes are arranged to create mischievous food waste monsters. It invites guests to join the good fight against this beast of a problem.
Despite the demand, proactive conversations regarding food waste prevention by venues rarely occur

Only 16 percent said their venues “frequently” bring up food waste prevention, while another 37 percent said venues will “occasionally” proactively raise the subject (Figure 3). Only 45 percent of planners themselves report “frequently” raising the topic in their conversations with venues. Clearly, there is a gap between the presumed priority given to the topic of food waste prevention and the amount to which the subject is raised in the conversations planners have with their venues.

Sixty percent of planners who bring up food waste have experienced some type of resistance from venues: 60 percent of the time this induces planners to use a different venue for future events.