



**winnow**



1/3

of all food is  
never eaten



# There has never been a more challenging time to run a hospitality business



Increased competition



Disruptive business models



Rapidly increasing costs



Demanding Customers



# Market leaders adopt innovation to stay ahead of the pack



Electronic Point of Sale



Supply Chain Management



Integrated Purchasing



Cloud



Connected Devices & Big Data

70's

80's

90's

2000's

2010's

Smarter Reporting

Smarter Procurement

Smarter Inventory

Smarter Communications

Smarter Resource Management

A photograph of two men in a kitchen setting, leaning over a table and reviewing documents. The man on the left is wearing a dark t-shirt and has his hand on his chin, looking intently at the papers. The man on the right is wearing a white polo shirt and a white apron, also looking down at the documents. The background shows kitchen equipment and shelves. The entire image is overlaid with a semi-transparent purple filter. Large purple triangles are positioned at the top-left and bottom-center corners of the frame.

Kitchens that embrace innovation to make  
smarter resource decisions will thrive

# The connected kitchen will take chefs out of the office and back into the kitchen

Present

Manual

Time consuming



Future

Automated

Insightful



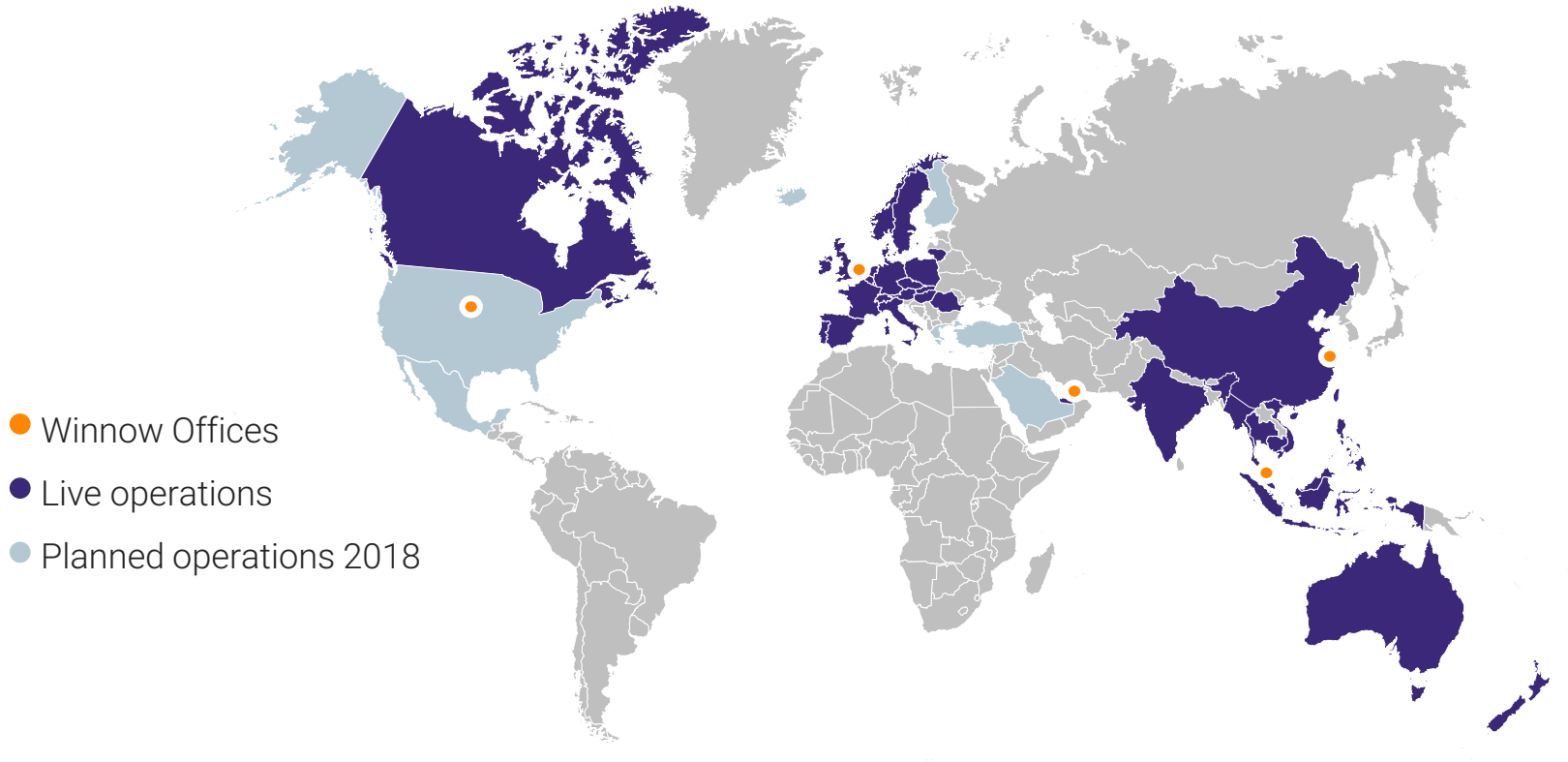
A photograph of two chefs in a commercial kitchen, overlaid with a semi-transparent orange filter. The chef on the left is wearing a black hat and a white chef's coat, looking down at a pan on the stove. The chef on the right is wearing a white hat and a white chef's coat, looking towards the camera. The kitchen background shows various stainless steel equipment, including pots, pans, and a stove. The overall tone is warm and professional.

## Our mission

To connect the commercial kitchen,  
to create a movement of chefs, to inspire others  
to see that food is too valuable to waste



# Winnow has already been adopted globally by market leaders in four key segments



Trusted in:

Contract Catering



Hotels



Restaurants



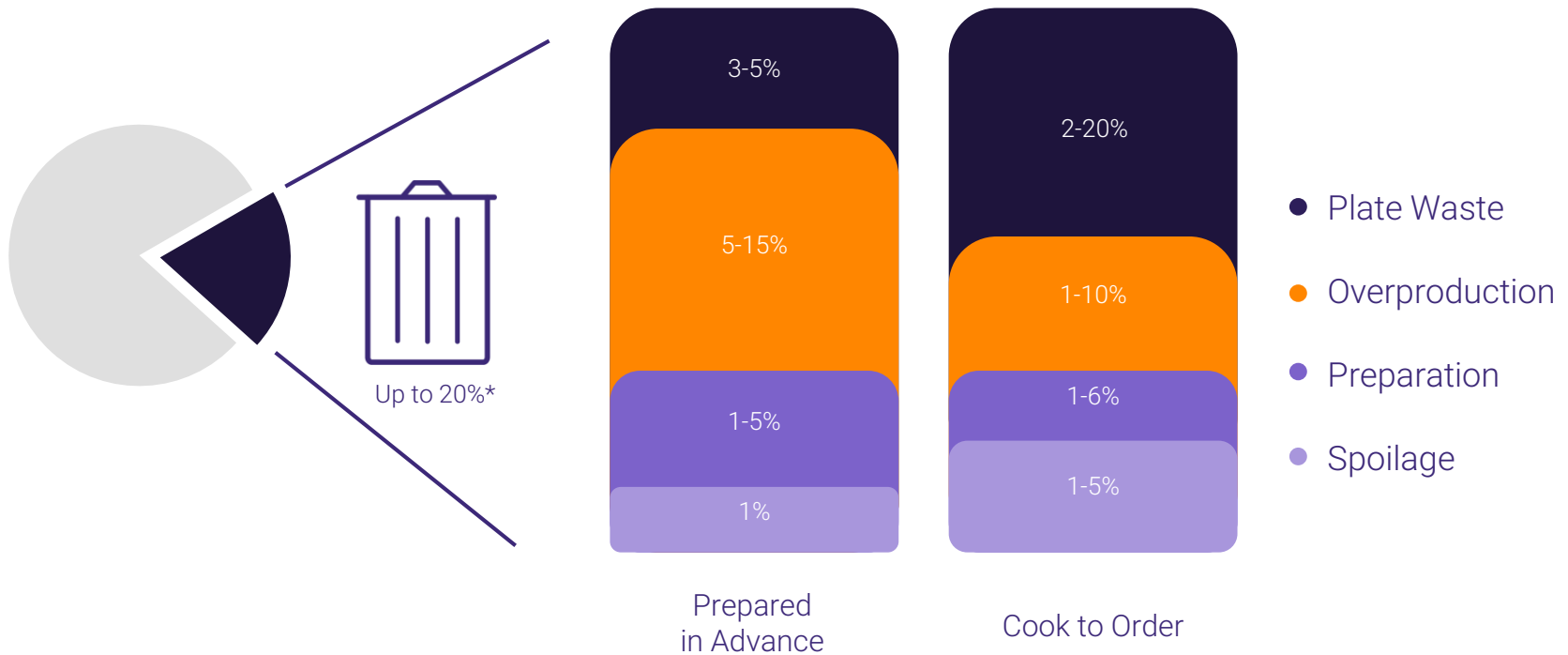
Cruise liners







# The biggest savings opportunity lies in **overproduction**





# Understanding food waste is a challenge



Hard to  
measure



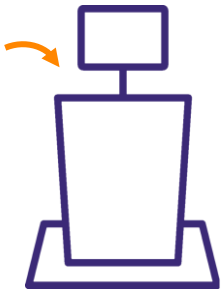
Traditional tracking  
methods fail



Doesn't get  
analyzed



# Introducing the Winnow system



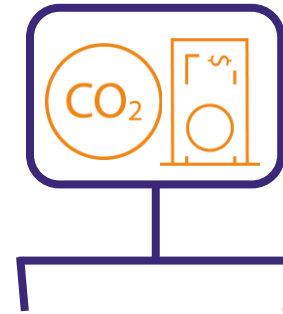
## Throw food waste in the bin

Every time you throw food in the bin, the **connected scale** automatically registers the weight of the waste



## Categorize waste in three taps

Using the tablet, you categorize the wasted item, **capturing key data**, such as cost, reason for wastage and time of day



## Receive instant feedback

Instant feedback to drive immediate **behavioural change**; understand the value and environmental impact of waste



## Analyze daily & weekly trends

Data is processed in the cloud; you receive daily, weekly & cross-site **reports** in your inbox, with actionable data to drive change

# How we do it



## Track

Find out exactly what you're wasting and how



## Learn

Reports you can analyze and act upon.  
Empower teams to make smarter decisions



## Change

Increase profits, unlock your team's creativity and make a positive impact on our environment



# Track – Learn – Change



## Baseline

Set a baseline (initial waste before Winnow) and a target waste %



## Measure

Winnow's smart scales automatically measure food entering the bin



## Record

A simple touch screen customized to your menu lets you categorize your waste in seconds

*"Winnow helps chefs realize that we are able to improve our efficiency, save product and production time by using this tool."*

- Executive Chef **Brice Caro** at Novotel Yangon Max



# Track – Learn – Change



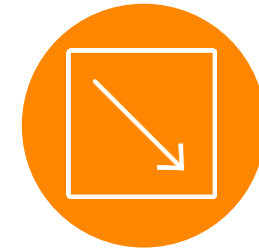
## Feedback

Instant feedback to bring awareness and influence food waste behaviors



## Trends

Daily, weekly and long term granular data helps identify trends to learn from the past and plan for the future



## Reduce

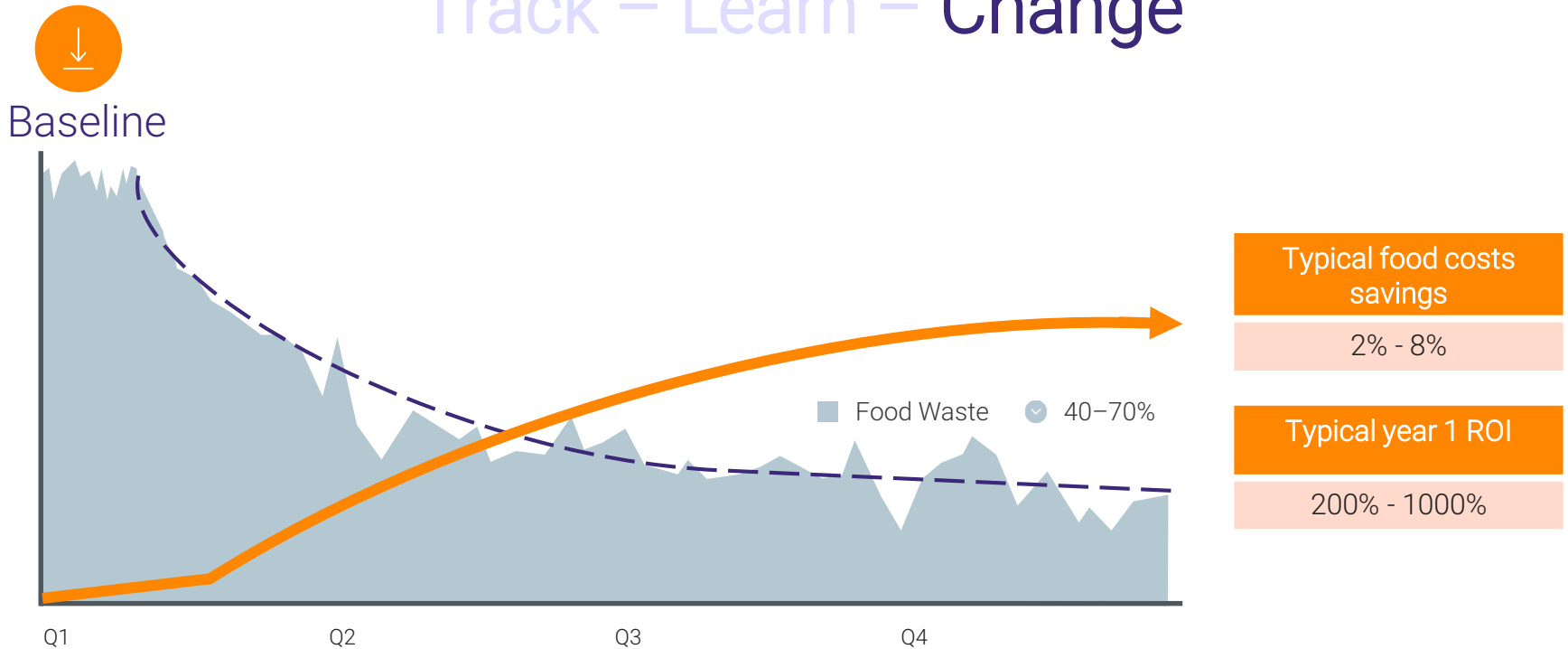
Optimize waste levels to reduce costs and environmental impact

*“Whatever your motivation might be, waste is serious. Start now. Mastering food waste only has positive consequences.”*

- F&B Manager Aaron Ashley Apew at Hotel Scandic Fornebu



# Track – Learn – Change



*"The Winnow System has helped us change our behavior in so many ways, and it has even transformed the way we see food waste."*


- Executive Chef Anne-Cécile Degenne at Hotel des Arts Saigon Mgallery Collection




# Daily report to identify immediate actions

Track – Learn – Change

Tuesday 24th October  
**Overview** / Site name



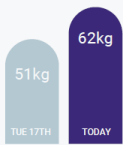
**Categorisation**



94%

4 / 14 expected areas

**Waste**



51kg  
TUE 17TH

62kg  
TODAY

**Value**


£67

**Portions**

25.6

at 120 g per portion


**Daily waste comparison**



**Top items**

- ↑ Bananas 11kg / £13.45
- ↓ Pancakes 7kg / £13.45
- ↑ Sausages 5kg / £13.45
- ↓ Trimmings 14kg / £13.45

**Top areas**




- Breakfast - 32%
- Classics - 27%
- Plate waste - 10%
- Tea - 9%

What can we change today?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

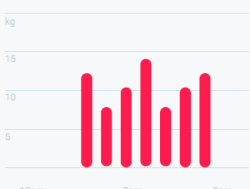
Tuesday 24th October  
**More information** / Site name



**Production**

- ↑ Waste 11kg / £13.45
- ↓ Rework 7kg / £13.45
- ↑ Staff food / sampling 5kg / £13.45
- ↓ Out of stock 14kg / £13.45

**Waste by time of day**



**Uncategorised items**

- 10.42am 1.3kg
- 11.12am 1.3kg
- 12.15pm 1.3kg
- 2.35pm 1.3kg

**Coverage**

AREA	REWORK	STAFF FOOD	OVERPRODUCTION	OUT OF STOCK
Breakfast	£13.45	£5.67	£12.55	0
Classics	£15.40	£5.46	£11.65	2
Plate waste	£12.55	£2.55	£9.56	0
Afternoon tea	£12.57	£19.87	£11.98	0





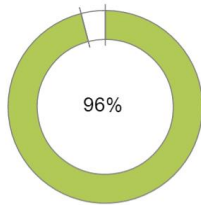
# Weekly reports to track success over time

Track – Learn – Change

**Compliance**

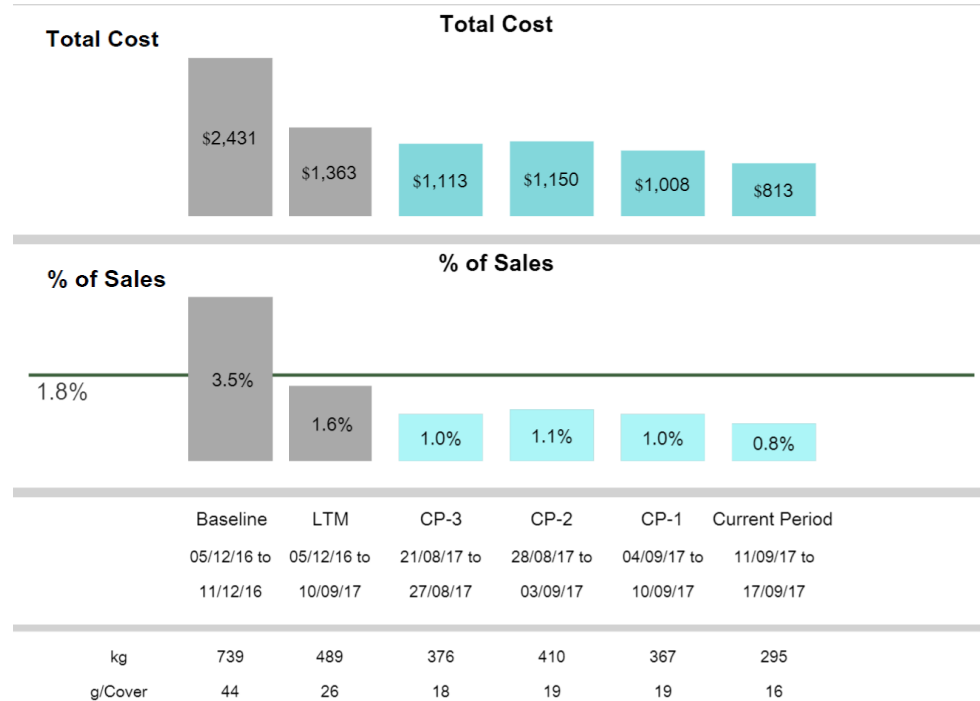
★★★★☆

**Categorization**



**% of Sales Overview**

Target	1.8%
LTM Last 12 Months	1.6%
Current Period	0.8%



## ANNUALIZED

### Waste Cost Savings

vs. Baseline	vs. LTM	vs. Target
\$116,089	\$36,255	\$42,996

### Environmental Savings

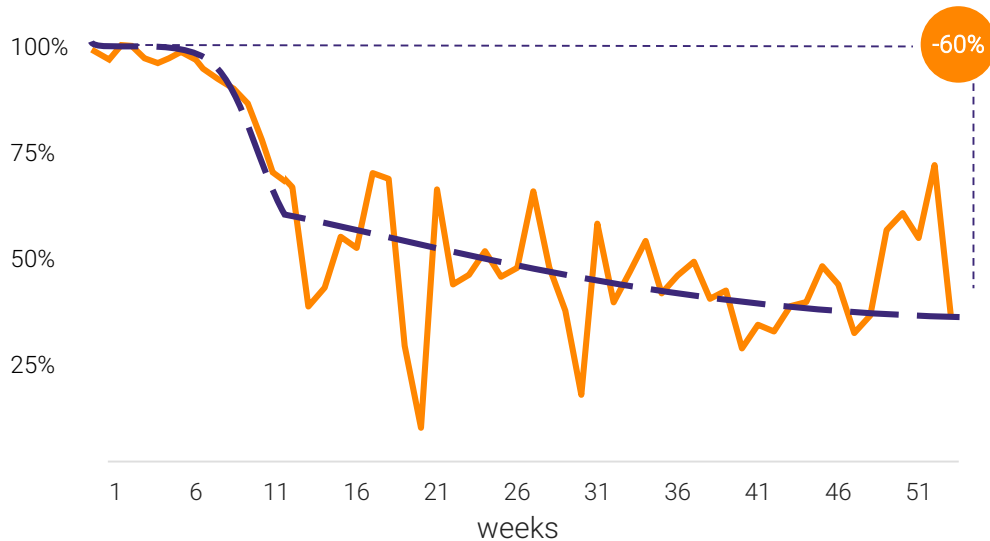
vs. Baseline	vs. LTM
27.0t	115.9t
10.1t	43.5t



# Case Study: Staff Restaurant

Track – Learn – Change

### Food waste value vs Baseline



Source: Winnow food waste data recorded at client site



Food waste cut by over 50% by value



Over \$65,000 net savings delivered



14 tons of food waste avoided per year



137,500 meals saved per year

*"The system is really easy to read and understand, it gives us an accurate view of waste on site. Chefs and front of house staff now think about waste throughout the day. For me, being able to see with detail which products are being wasted is incredible."*

– Head Chef, staff restaurant



# Case Study: Compass Group

Working with Compass, Winnow is delivering value across hundreds of sites. The catering company uses Winnow's impact data to drive down food waste, engage with customers, stakeholders and staff.



Winnow deployed at over 250 sites for one caterer



Food waste reduced by > 50% on average globally



> 1,000 tons of food waste avoided



> 2.5M meals saved



Delivering cost savings of > \$2M p.a.



## Case Study:



Accor Hotels started working with Winnow in 2015

Today Winnow is a key tool for them to meet their group sustainability targets, including **reduction** of food waste by 30% in 2020





# Winnow's impact with Accor today

Track – Learn – Change

Over 60 hotels

in 14 countries participated,  
with more in plan

>\$2,580,000

aggregate annualized  
savings

>30,000

meals  
Annualized meals saved

200-600%

per site

annualized return on  
investment

2,500

tonnes

annualized  
avoided CO2e

*"After Winnow was installed we noticed that all teams see the value in the system, and we see a positive impact overall. Not only in terms of reducing food waste, but also a positive impact on productivity, better quality menus and produce, decrease in waste disposal and savings from energy bills."*

- Vice President Food & Beverage, Luxury, SEA Nigel Moore at Accor Hotels



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## Case study:



Working with Winnow, Costa was able to reduce value of food waste on board a pilot ship by **40% within 6 months**.





# Case study: Costa

Track – Learn – Change

40%

Reduction in value  
of food waste

Up to

\$1,033,540

Estimated annualized  
gross savings

550 t

(~1.4M meals)  
Annualized avoided food  
waste to landfill

2,370 t

Annualized estimated  
CO2e avoided

Following the pilot, Costa decided to roll out Winnow  
to the rest of its fleet:

Costa Partners with Winnow to Reduce Food Waste at Sea



# Others setting industry leading targets



## Reduce food waste by 30% by 2020

*"The group is committed to reducing food waste by 30% by 2020 as part of its Planet 21 program.*

*On average, hotels trialling smart meters from the start-up Winnow reduced their food waste by 52%."*



## Reduce food waste by 50% by 2020

*"The IKEA initiative, Food is Precious, aims to cut food waste in its food operations by 50% by the end of 2020.*

*Working with Winnow's smart scale, we have saved over 700,000 meals from going to waste on an annualised basis."*

### 6 Months In, IKEA's 'Food Is Precious' Initiative Has Prevented Over \$980K Worth of Food Waste

by Sustainable Brands

June 22, 2017





A photograph of two chefs in a kitchen setting, overlaid with a semi-transparent purple filter. The chef on the left is a woman with dark hair tied back, wearing a dark-colored chef's uniform. She is leaning forward, resting her chin on her hand, and looking at a document on the counter. The chef on the right is a man wearing a white chef's uniform, also leaning forward and looking at the same document. The background shows kitchen equipment and shelves. The overall image has a purple tint and large purple triangles in the corners.

There's a global movement to halve food waste by 2030.

Chefs are the catalyst to lead this change.



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# Appendix



## Additional advantages of reducing food waste



Reduce  
environmental  
impact



Reduce energy  
and waste  
collection costs



Improve  
operational  
control



Help with sales and  
retention of customers



Improve the quality of  
your food offer without  
increasing budget



Help with recruitment  
by promoting  
sustainability



# People have different motivations for using Winnow



Positive environmental impact



Food cost savings



Visibility and control over kitchen processes



Reduced waste by weight

Depending on what is important to you, let's agree in advance what success looks like and how we're going to measure it.



# Track – Learn – Change

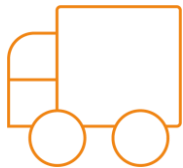
## *Winnow Environmental Benefits*



Average 50%  
Food Waste Reduction



15,000,000 meals/year  
1 meal saved every 2 seconds



Energy & Waste collection costs  
Indirect savings on costs



6,000t waste / 27,000t CO<sub>2</sub>e  
saved annually

## *Winnow Social Benefits*



Team engagement  
Educate the Staff & Create awareness



Innovation  
Empower staff to come up with new ideas



Time Saving  
Less wasted time preparing unsold food,  
more free time for more interesting tasks



Guest communication  
Engage guests and make  
them more conscious