

Taking food waste off the menu

Tuesday 8 June 2021

SEASONAL FOODS

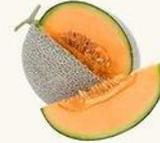
June



APRICOTS



BLUEBERRIES



CANTALOUPE



CORN



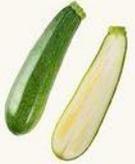
CHERRIES



MANGOES



WATERCRESS



ZUCCHINI



Too Good To Go

LET'S FIGHT FOOD WASTE

BECAUSE GREAT FOOD DESERVES TO BE EATEN

Certified



Corporation



**1/3 OF ALL FOOD
IS WASTED**



FOOD WASTE IS A BIG PROBLEM

MORE THAN **1/3** OF ALL FOOD IS WASTED



ENVIRONMENTAL

Food waste is directly responsible for 8% of greenhouse gas emissions

That's more than the whole aviation industry!

SOCIAL

We waste 1.3 billion tonnes of food yearly, while 870 million go hungry

ECONOMIC

Wasting food costs us \$1.2 trillion every year



WASTING FOOD = WASTING RESOURCES

RESOURCES USED ACROSS THE FOOD SUPPLY CHAIN

Land



Labour



Fertiliser



Water



Fuel



Electricity



**REDUCING FOOD
WASTE IS THE MOST
IMMEDIATE,
IMPACTFUL,
AND SIMPLE**

**ACTION AGAINST
CLIMATE CHANGE**



TRUE COST OF FOOD WASTE

FIGHTING FOOD WASTE: WIN-WIN

Restaurants



QSR



Pubs



Staff Catering



WE'RE A SOCIAL IMPACT COMPANY

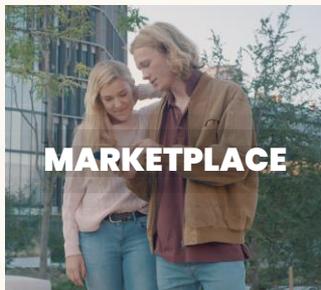
FIGHTING FOOD WASTE

Food waste is a complex problem. Our app makes it easy to do one small thing that makes a big difference.

However, we don't stop there.

We're working with households, schools, businesses and public affairs to grow a movement that sparks policy change and shakes up our food system for the better.

And we've got some big goals.



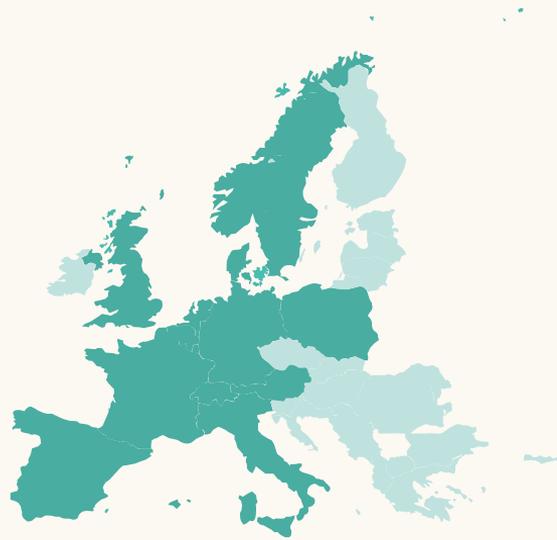
You can be part of the movement.



THE WORLD'S LARGEST B2C MARKETPLACE FOR SURPLUS FOOD

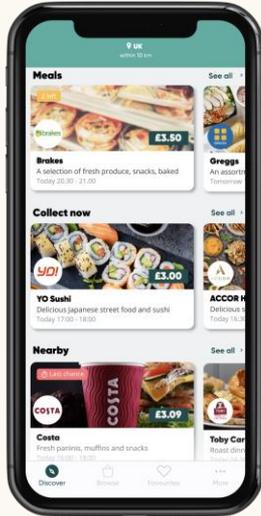
EUROPE & USA!!!

- **75M** Magic Bags saved
- **38M** users
- **100K** partners
- **15** countries *and counting!*

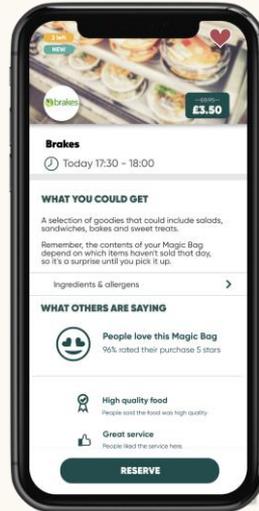


HOW IT WORKS

TOO GOOD TO GO CONNECTS STORES THAT HAVE SURPLUS FOOD WITH CONSUMERS WHO ARE READY TO ENJOY IT



Stores preload portions of unsold, surplus food on the app as 'Magic Bags'.



The user picks a store, then pre-pays for a Magic Bag using the app.



The user shows up at a time set by the store to collect their meal.



INTRODUCING THE MAGIC BAG

Too Good To Go users purchase Magic Bags filled with a variety of food items.

We know that **food waste varies** day-to-day, so our solution is flexible allowing you to sell genuine surplus - whatever that ends up being.

Magic Bags are priced at **one third** of the contents' original retail value.

Flexible, fun, fast & futureproof!



IT'S A WIN-WIN-WIN

FOR YOUR BUSINESS, OUR USERS AND THE PLANET



All while showing the world you're a brand that cares.





Taking Food Waste of the Menu

Eleanor Morris
WRAP

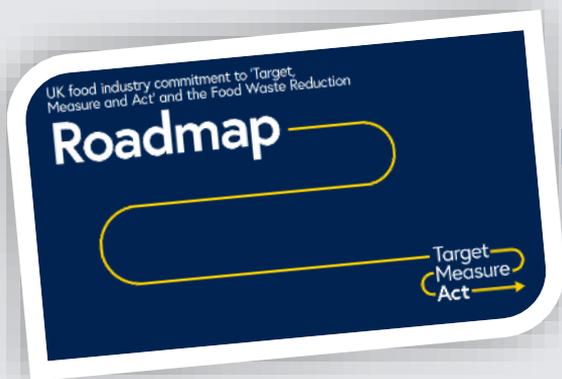
guardiansofgrub.com #GuardiansOfGrub



UK Food Waste Reduction Roadmap



The Roadmap Best practice approach



Commit

**The Courtauld
Commitment 2025**

Cutting the cost of food and drink

1 Target

Set a food waste reduction target for your own UK operations

2 Measure

Measure in a consistent way, and share what you've learnt

3 Act

Take action to reduce your own food waste, work in partnership with suppliers and help consumers reduce their food waste

New tools

The screenshot shows the website's navigation bar with the logo and menu items: HOME, CASE STUDIES, FAQ, RESOURCES, SAVING CALCULATOR, and COURSE. The main content area is titled 'RESULTS*' and features four data cards: 1) 'FOOD WASTE IS COSTING YOU:' with values £859 PER WEEK and £44,693 PER YEAR; 2) 'IF YOU ACHIEVED YOUR 20% TARGET:' with 'YOUR POTENTIAL SAVINGS COULD BE:' of £8,938 PER YEAR; 3) 'WHICH IS A CO2E SAVING OF:' of 18,945 KG PER YEAR; and 4) 'EQUIVALENT CARS OFF THE ROAD:' of 8.61 PER YEAR. Below these are 'SHARE' and 'START SAVING NOW' buttons. A woman is shown leaning on a trash can, and a 'BECOME A GUARDIAN' button is at the bottom right. A footnote at the bottom left states: '*Food waste and savings data are indicative and based on WRAP research on industry averages'.

RESULTS*

FOOD WASTE IS COSTING YOU: £859 PER WEEK £44,693 PER YEAR

IF YOU ACHIEVED YOUR 20% TARGET:

YOUR POTENTIAL SAVINGS COULD BE: £8,938 PER YEAR

WHICH IS A CO2E SAVING OF: 18,945 KG PER YEAR

EQUIVALENT CARS OFF THE ROAD: 8.61 PER YEAR

[SHARE](#) [START SAVING NOW](#)

*Food waste and savings data are indicative and based on WRAP research on industry averages

BECOME A GUARDIAN

Guardians of Grub Cost Saving Calculator

Find out how much money and carbon equivalent you could save once you set your target



Get Cracking with Tracking



1.



2.



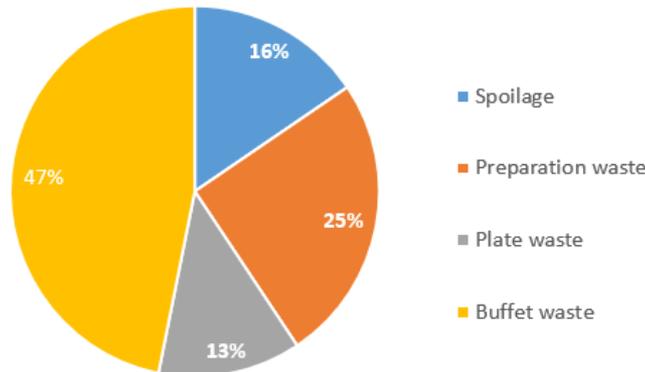
3.

Food Waste		Food Service Provider:	
		Food led pubs	Please refer to the Food Service Provider definitions at the bottom of this page
Date	Day	Covers	Spillage w (kg)
11/04/2021	Sunday		
12/04/2021	Monday	125	1.00
13/04/2021	Tuesday	245	2.18
14/04/2021	Wednesday	321	1.98
15/04/2021	Thursday	290	2.23
16/04/2021	Friday	200	1.98
17/04/2021	Saturday		
18/04/2021	Sunday		
19/04/2021	Monday	190	1.43
20/04/2021	Tuesday	291	2.32

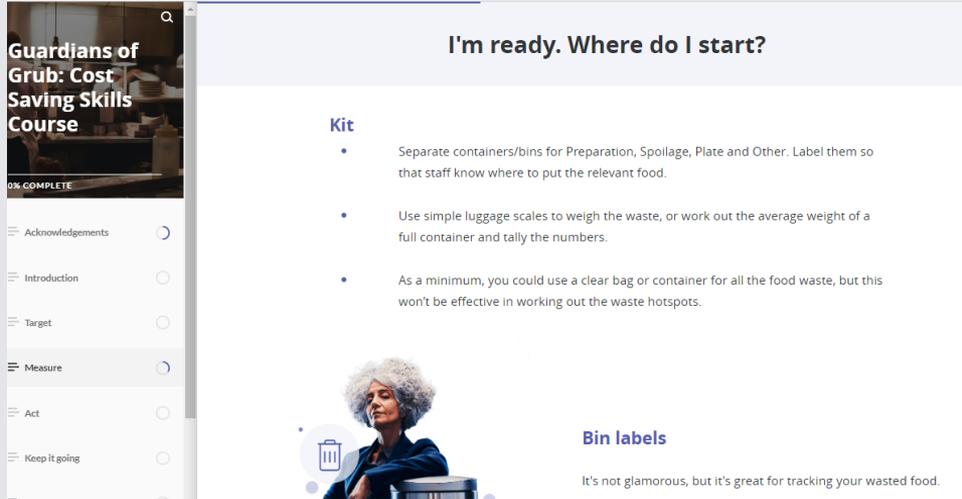
Where is this waste coming from?

Food waste by type

This chart shows where your total food waste came from in Week 1



Guardians of Grub Cost Saving Skills Course



A new, quick and easy 15 minute course to get going with tracking food waste, finding hotspots and taking action to protect profits and the planet

"Easy to follow, leaving you feel motivated"

"Very succinct and practical"

"Steps are simple and clear"

"Highly engaging. I particularly liked the case studies showing practical applications"



Guardians of Grub **Becoming a Champion**



* Behaviour change programme * Free to access * Combines skills with data

"I can show staff our measurements of the wasted food we collect and it will lead to behaviour change, it's as simple as that."

Cameron White, Assistant Catering Manager, Bettys

"..really impressed with the quality of the Guardians of Grub: Becoming a Champion training materials.. Guardians of Grub is a great platform to get involved and get results"

Marten Lewis, Bluestone

Our teams found that just talking about wasted food influenced change and many of our sites put initiatives in place such as zero-waste dishes, utilising excess stock through menu innovations and donating surplus to the community, all of which were achieved through engagement on the Guardians of Grub Becoming a Champion pilot.

Charlotte Wright, Head of CSR & Sustainability
Elior UK

UK businesses contact guardiansofgrub@wrap.org.uk
register for the webinar or click here

https://waste.zoom.us/webinar/register/WN_YEJbq5zVQoeH5Ror5NtIDw

10.30-11.30 17th June for July – Sept 2021 cohort

Join the Movement



1. Take the pledge to be a Guardian of Grub
2. Use the Operational tools and courses to get cracking with tracking
3. Use the Campaign Pack to share with your business and the businesses you work with

Protect your profits and our planet. Today.



SUSTAINABLE RESTAURANT ASSOCIATION

OUR FRAMEWORK

sourcing



Celebrate Local & Seasonal



Serve More Veg & Better Meat



Source Fish Responsibly



Support Global Farmers

society



Treat Staff Fairly



Support the Community



Feed People Well

environment



Value Natural Resources



Reduce Reuse Recycle



Waste No Food

OUR PURPOSE

To accelerate change towards an environmentally restorative and socially progressive hospitality sector.

WHO

10k UK sites
80 suppliers

HOW

Online Community +400 businesses
Sharing best practice, toolkits, information
Food Made Good Rating
Events, awards, working groups
Bespoke consultancy



"THE MICHELIN STARS OF SUSTAINABILITY"
The Sunday Times



JOIN US

Complete a free Food Made Good 50 assessment:
WWW.FOODMADEGOOD.ORG

EMAIL US

HELLO@THESRA.ORG

Pret Foundation Mission

Purpose

The alleviation of poverty, in particular hunger and homelessness

Strategic Pillars

1

Food
Donations

2

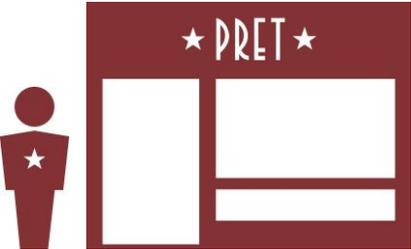
Grant
Giving

3

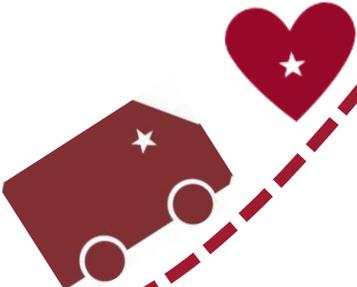
Employment &
Development

The Pret Model

Fresh ingredients
are delivered
into our shops



Any unsold
food is collected
daily and
donated to
charity.



Pret teams create delicious, fresh
food every day with no shelf life.
Made today, gone today.

Food Donations

In 2020...

- ★ We donated **5.6 million** products from our UK shops
- ★ Over **95%** of our collections were allocated to charity partners
- ★ We donated **£1.06 million** of ingredients from our depot



Our partners...

- ★ Over 230 charity partners across the UK
- ★ Food redistribution apps, such as OLIO and more recently Too Good To Go
- ★ Large redistribution charities like Felix Project, Fareshare and City Harvest



FIGHTING FOOD WASTE

THE LEARNING JOURNEY



THE CROWN
ESTATE

A mix of redistribution methods are needed in order to effectively tackle food waste. We are trialling too good to go as a solution to our hot food waste issue in shops.

We have seen the importance of a continuous **'learning loop.'** Using customer surveys, store feedback and data to help maximise the level of waste reduction

What went well ...

- High save ratios
- Positive customer feedback
- Operationally easy

What we've learnt ...

- Focus on outliers
- Giving shops flexibility around core offer
- Shop engagement critical for success

What are the results ...

- Reduced refund rate, now less than 2%
- 95% of consumers find the process easy
- Store in 2nd phase of trial saved 207% more in their first week vs.those in the 1st group.



4,000

Magic Bags Saved



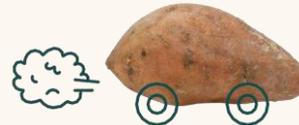
94%

Saved Ratio



4.4/5

Consumer Rating



10tonnes

Co2e saved from being
needlessly wasted



TSARU CO 12½ DA