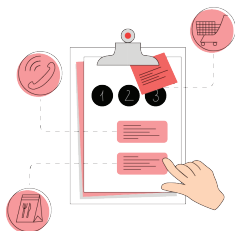


JOIN THE

# Great Taste – Zero Waste MANIFESTO!

Let us start a new era of gastronomy, which minimizes food waste and makes the best of all the produce. Let us avoid overstocking, to waste less, save money and find new resources to create a great taste!



## 01 Plan efficiently

Planning is the key to preventing food waste! With a plan in hand, you can provide the right amount of superb food while reducing costs and using your resources more effectively.



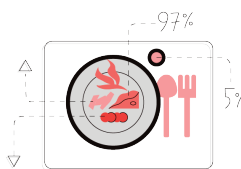
## 02 Measure and analyze your food waste

What gets measured, gets improved. By measuring and analyzing food waste, restaurants can identify areas for its prevention. Based on data, they can work on the taste and presentation of their products, as well as set realistic goals for regular improvement of all other processes and operations.



## 03 Design a smart menu

Plan your offer according to season, region, type of service, and the needs of your client. Reduce the number of ingredients in the kitchen and maximize their use. Allow yesterday's surplus food or expiring products to become today's meal. Be creative!



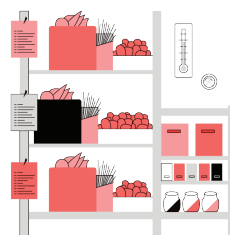
## 04 Serve reasonable portions

Size matters! By adjusting the portion size, restaurants can control food costs, reduce waste, and improve profitability. The optimum size of servings needs to be calculated based on food cost, as well as customer needs and preferences. In some cases, an adjustable portion size system is the go-to option.



## 05 Order responsibly

Responsible procurement is based on data, not on wishful thinking. Stocking up only for the nearest time perspective allows for better product rotation and ensures that ingredients are always fit for consumption. Partnering with trusted suppliers will help you meet your customers and kitchen needs more closely.



## 06 Practice good storage routines

Orderly storage supports a streamlined use of produce according to the FIFO rule and reduces waste. It is a crucial approach, which guarantees food safety, quality, and longevity. These factors impact the quality of the finished product and ensure great taste.



## 07 Build a zero-waste culture in your kitchen

The quest for great taste with zero waste starts in the kitchen. Its key factor is people. If the staff are highly aware, and then well-trained in zero-waste routines and goals, they will not only make the restaurant work like a clock, but also provide excellent taste and quality customer experience. The zero-waste approach can also bolster the sense of responsibility in the kitchen team, spark team spirit, and provide new ways to introduce a bit of fun.



## 08 Go beyond your kitchen

What is waste for one can be a resource for others. Join a local network of zero-waste agents or create one yourself. Sign up for a food rescue service, or partner with a local charity or NGO. Try bartering your by-products with local producers. Support or even organize know-how exchange initiatives.



## 09 Communicate!

Communication is the key! Make sure to explain the approach to your staff and clients. Encourage your audience to propose their ideas based on their needs and preferences. Communicate your zero-waste efforts through written, visual and video material on site or online.



## 10 Mind the taste!

When all is said and done, great taste is the key to success in a catering business. With a reputation for good food, you will have no plate waste to worry about! Train the staff to provide great taste and quality without allowing waste.

May the food be with you,  
and not with the trash!

