



From Waste to Taste

The Mission of Rescuing Fruit Peels



THE RITZ-CARLTON

JAKARTA, PACIFIC PLACE

The mission of rescuing fruit peels

Team 5

IN2FOOD PROJECT

18 August 2023



Introduction

Why fruitpeels?

The prototype

Who do we need?

Implementation strategy

Support and Resources

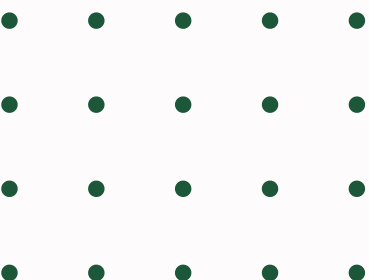
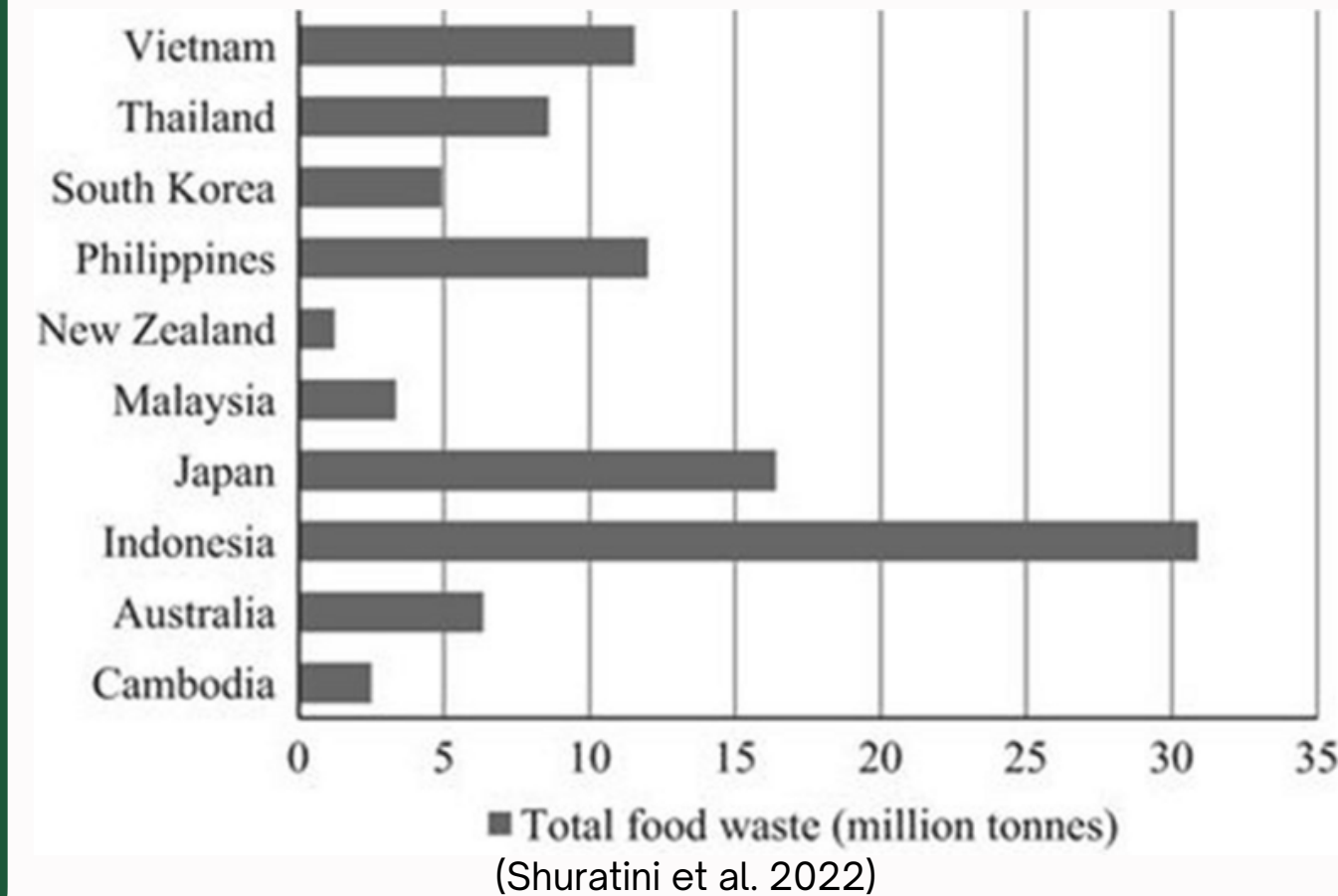
3-year Roadmap



Why Fruit peels?



**Thick skinned
peels are one
of the biggest
contributors
to food waste**



The prototype

Bottled Peel bliss and Fruit Rind Fusion

Type of drinks

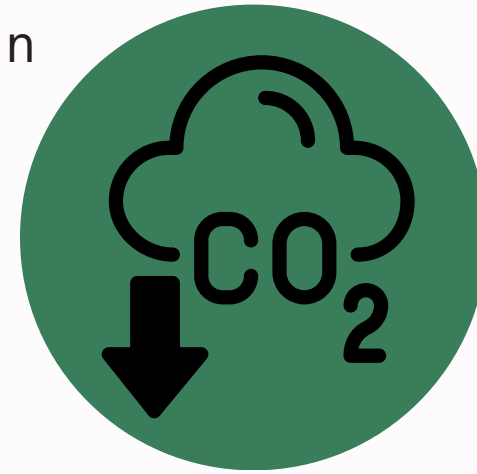
Crafted from pineapple and watermelon skin peels, the drink boasts two captivating variants: 'Peel Bliss' for the pineapple iteration, and 'Fruit Rind Fusion' for the watermelon rendition.

Packaging

The drinks are bottled with a remarkable label to drag the attention from the guests, while still respecting the values of the Ritz Carlton.

LOGO

Our drinks are represented by two distinct logos. The emblem for "Peel Bliss", crafted from pineapple peels, elegantly captures the essence of this variant. In contrast, the emblem for "Fruit Rind Fusion" features a watermelon, echoing its composition sourced from watermelon skin peels.



WHO DO WE NEED?

From Ritz Carlton Pacific Place

Willmer Colmenares
Executive chef



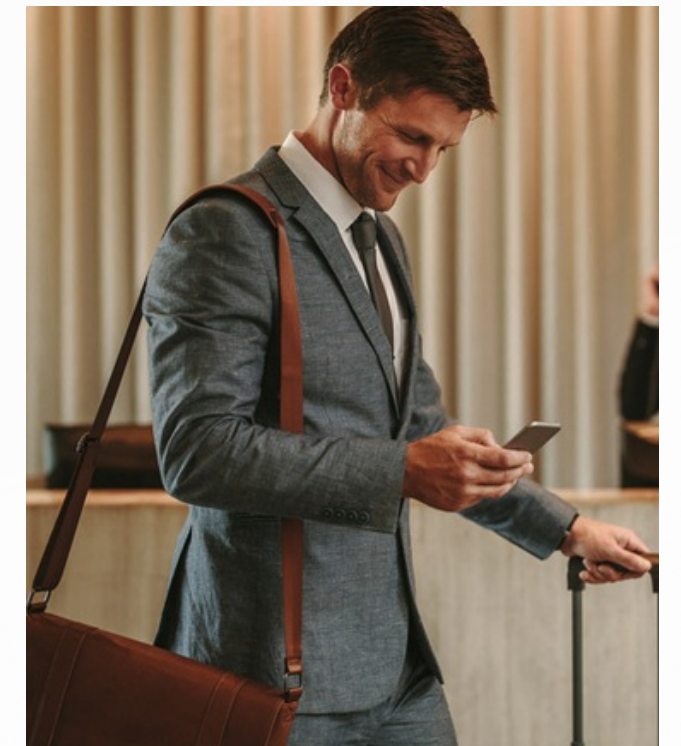
Martin Weise
F&B Manager



PTA AOBİ
bottling company



Hotel guests
Business and
leisure



Support and resources

Ritz Carlton

The hotel should separate the fruit peels from the other waste and send them to the company that is responsible for juicing and preserving the product

PTA AOBI

The company at hand could receive sorted fruit peels and handle the production process of our drinks. Products will then be sent back to hotels.

Guest / Customer

Guests can either make use of vouchers or purchase either one of our drinks. Guests are encouraged to provide feedback to ensure maintenance of luxury standards.



Implementation Strategy

01



Development and sourcing

Branding and marketing



02

03



Training and integration

Guest experience enhancement



04

Development and sourcing

- Reduce food waste by 50% by 2025
- Thick skinned fruit peels largest source of food waste
- Create a drink which can easily be turned into a cocktail

Sales

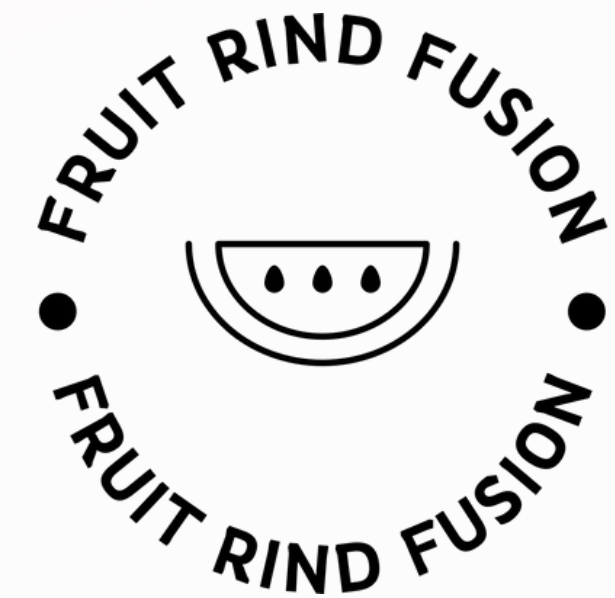


Branding and Marketing

- Offer the drink as a part of the welcoming package
 - A voucher is created with a QR-code that sends you to the webpage explaining the journey of the drinks
- Sell it at the bar of the Ritz Carlton
- Sell it in the shop of the hotel
- The revenue of the drink will be donated to food waste projects

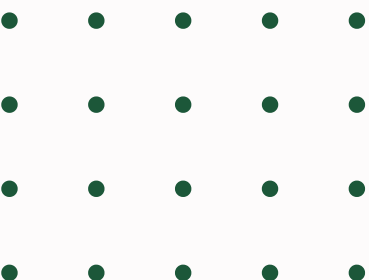


THE RITZ-CARLTON®



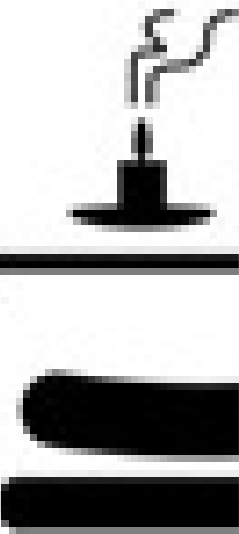
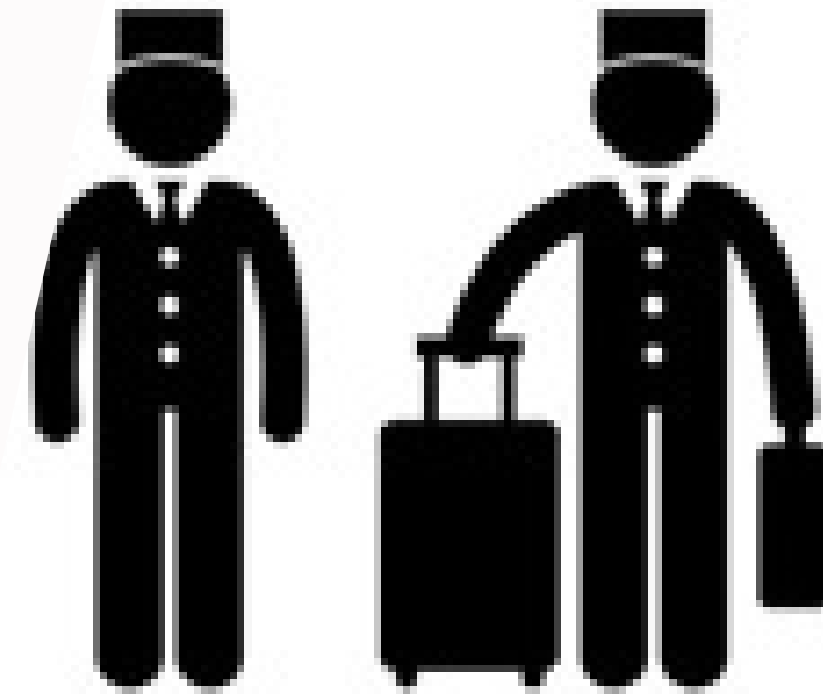
Training and integration

- Create a Standard Operating Procedure
- Explain the new drink to the bartenders
- Show the kitchen staff how and where the peels can be stored
- Explain the employees why the Ritz is separating the fruit peels
- Celebrate when the integration of the project is going well
- Reflect on the approach and adapt the strategy when needed



GUEST EXPERIENCE ENHANCEMENT

- Provide the guests with the welcome drink
- Explain the guests why you changed the approach
- Explain that the guest experience will stay up to standard
- Ask for feedback from the regular guests





Three-year roadmap



Partnership

Start a suitable partner that makes the drink and bottles it



Introduction of the product

Introduce the drink to the guests of Ritz Carlton



Enlarge varieties

Produce more drinks made out of fruit peels



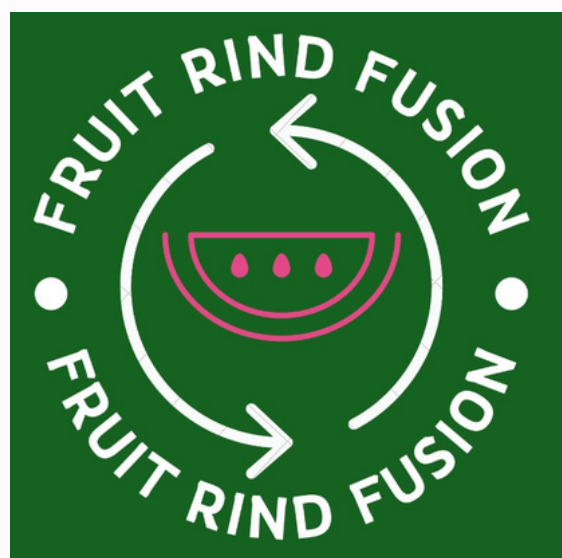
All over Indonesia

Implement this idea all over Indonesia

Peel bliss logo



Fruit rind fusion logo



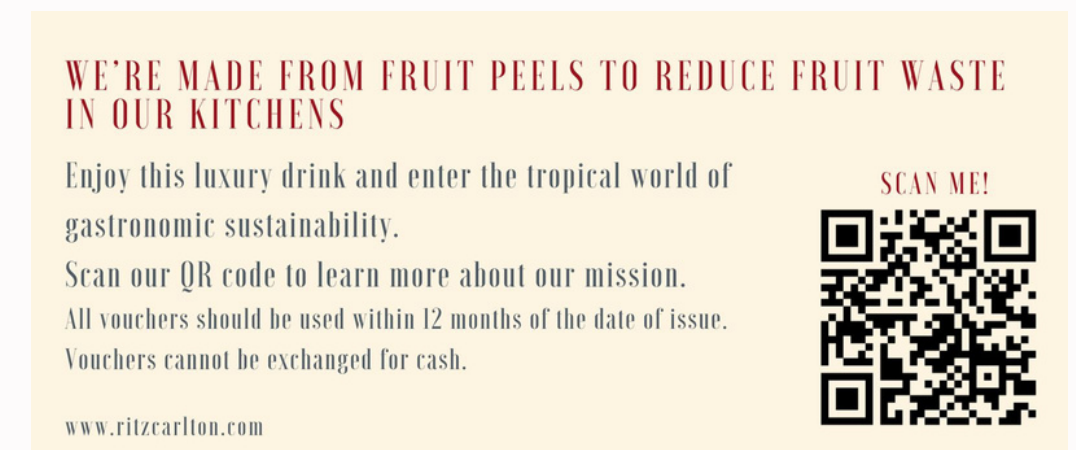
Poster



Fruit rind fusion voucher (front)

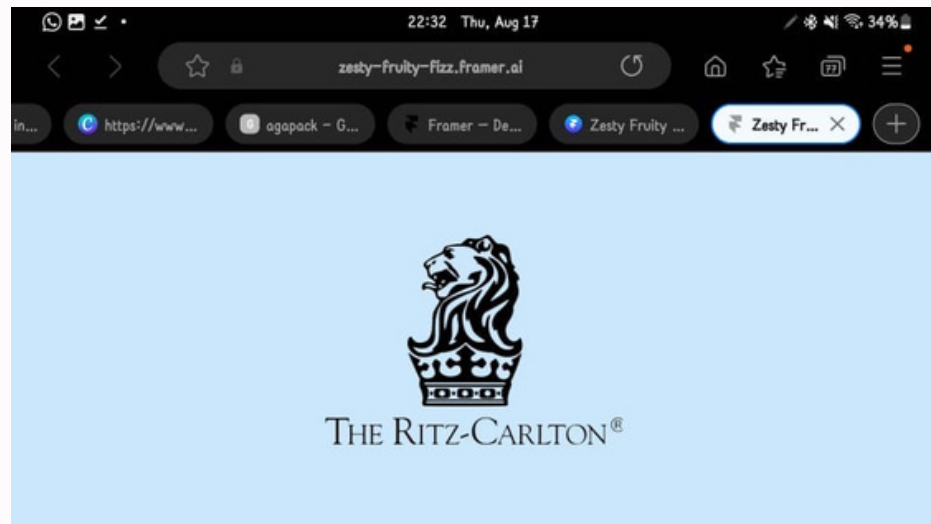


Peel bliss voucher (front)



both vouchers (back)

WEBSITE



> Recipes

> Our Story

Get ready for an unforgettable journey into the tropical world of gastronomic sustainability! Our signature Pineapple and Watermelon Peel Cocktail or Mocktail have been crafted with the perfect blend of bold flavors and zingy spices. Transform your stay at our hotel with a refreshing twist that will linger long after you have checked out. In case this these drinks leave you wanting more, you'll also find them available for purchase. Unleash your inner eco-warrior with a drink that champions sustainability by turning food waste into a tantalizing treat. Trust us; it's love at first sip!



Indonesi
second-
contributo
food waste.
Marriott Int
is impler
alternative
the fooo
dilen



Choose your zesty adventure! Embrace the alcoholic version, or savor the sweet satisfaction of our non-alcoholic mocktail. You can customize your drink's spiciness level: mild, medium, or hot- our fruity drinks keeps you in control.

Feedback

© Zesty Fruity Fizz 2023
By Ritz Carlton



Made in France

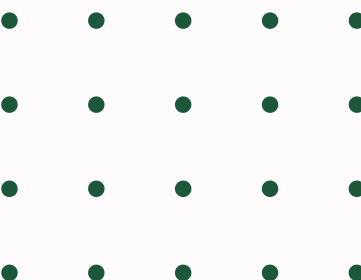


Statistics

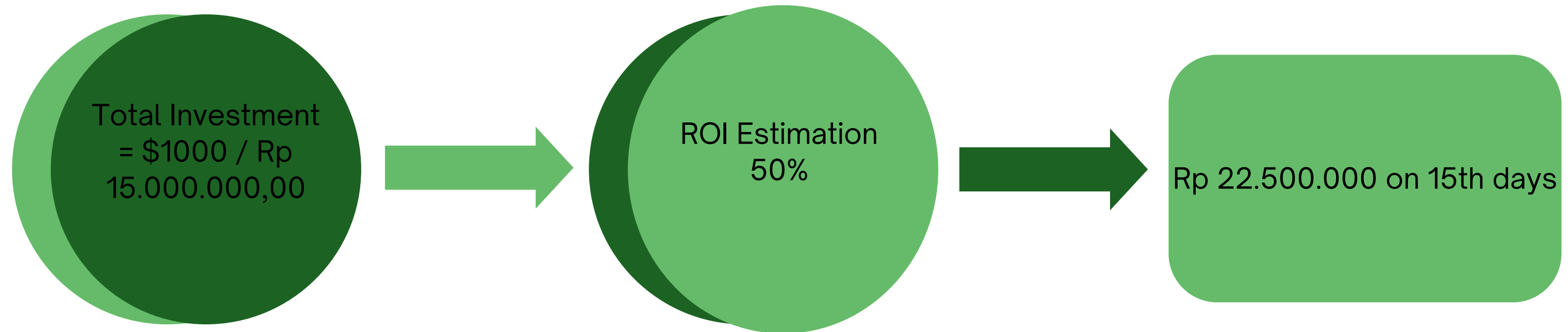
30%

Rind

The total rind produced by watermelon and pineapple is 30% of the whole fruit. The waste that is created by the whole fruit is usually thrown away.



Economic Viability



one serving= Rp 50.000

Estimation drink per day = 50 servings 2.500.000

Reduce cost for bevarage until Rp 1.500.000 per day

cost of goods sold= Rp 1.000.000 per 50 servings / 20.000/bottle (cost for bottle+ ingredients)

An aerial photograph of a city skyline, featuring several prominent skyscrapers. The central focus is a tall, modern building with a glass facade and a gold-colored top section, identified as 'THE RITZ-CARLTON'. To its left is a building with a distinctive dome. The foreground shows lush green trees and a clear sky with light clouds. The image is framed by green, stylized leaf-like shapes on the left and right sides.

THANKYOU

Sources:

Suhartini, S., Rohma, N.A., Elviliana et al. Food waste to bioenergy: current status and role in future circular economies in Indonesia. *Energ. Ecol. Environ.* 7, 297–339 (2022).
<https://doi.org/10.1007/s40974-022-00248-3>