

# *Le* Food Waste

Pitch Deck by Group 7



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# Describing the problem

Lack of education about food waste and "it's hard to change anything" mindset relating to food waste

Huge variety of different foods and almost endless buffet is a key to a luxurious 5-star hotel experience but at the same time it causes huge amount of food waste

Value of food is seen through its financial value. "Cheap" food is going to more likely end into a trash can

Preventing food waste is not the top priority

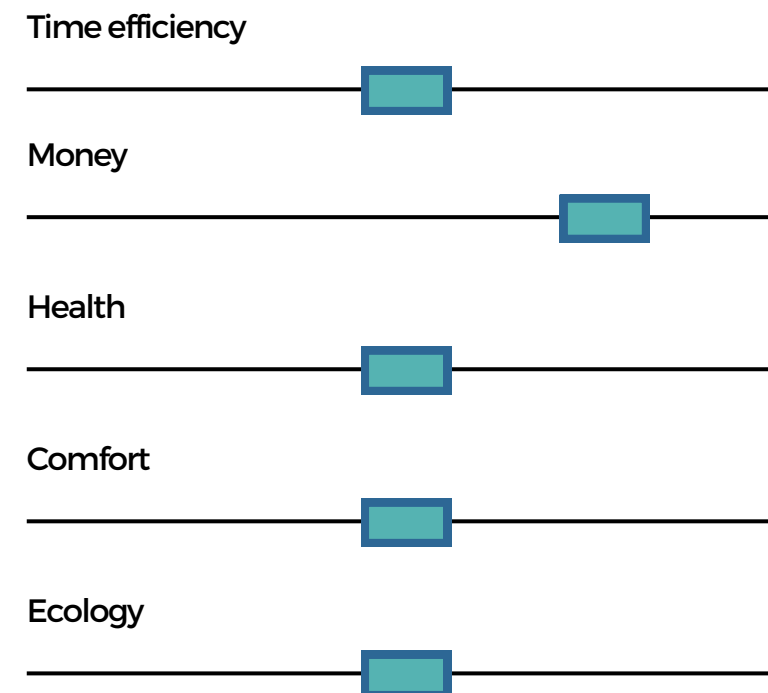


# USER PERSONA

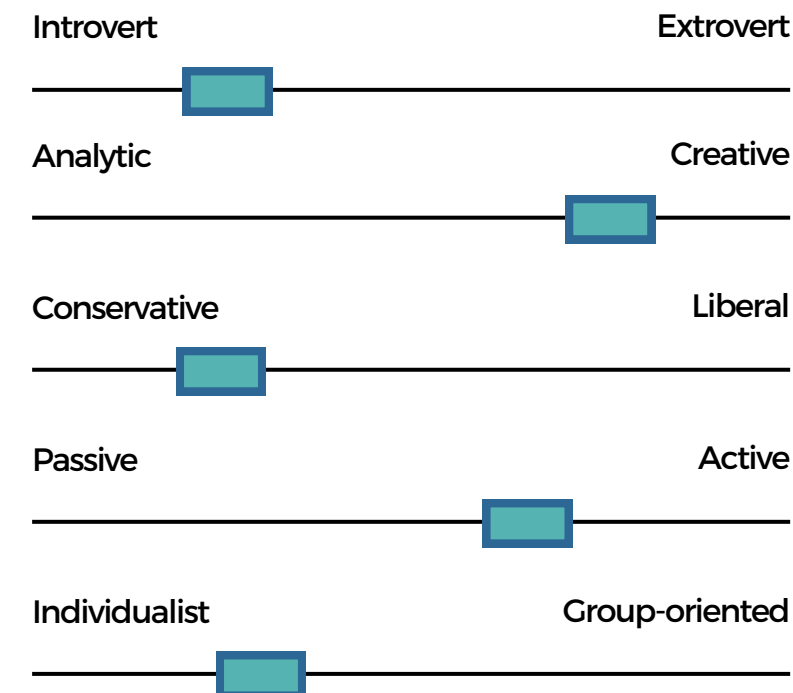


**Chef Bill**  
Sous Chef at Le Food Hotel

## Motivations



## Personality



## Demographic details

30-50 years old, lives in Jakarta

## Goals, needs, and desires

Enthusiastic chef, aiming for higher culinary earnings, aspiring to be an executive chef. Recognizes food waste problem, eager to explore and learn.

## Pain points

Dealing with **significant hotel food waste**, lacking **efficient management**. Limited time beyond core tasks, facing daily routine monotony.

## How Might We?

**How might we** change the peoples' perspective on food waste to make preventing it more valuable and cool for hotels?

## Context

The product is used mainly in the kitchen.



# SOLUTION DESCRIPTION

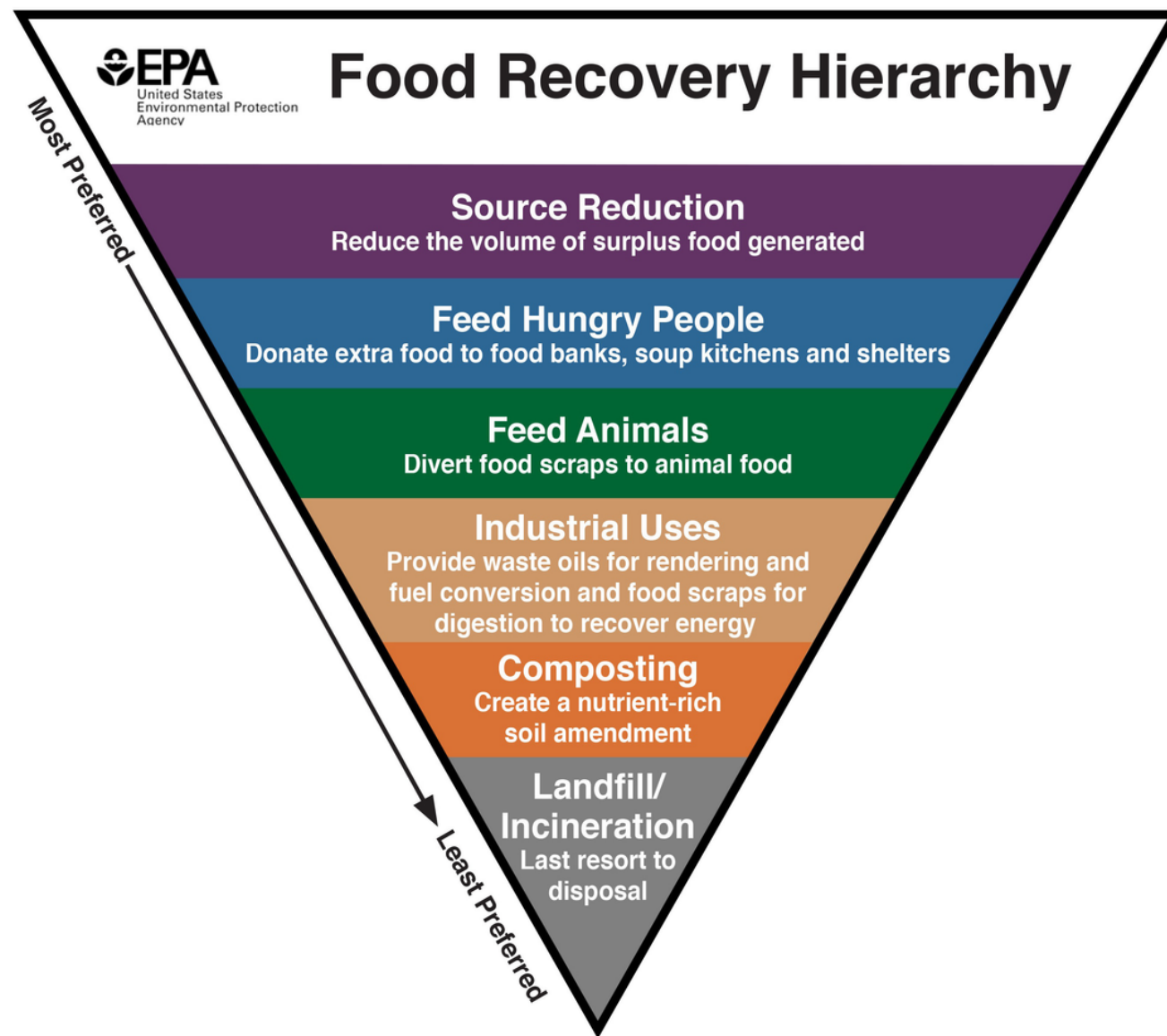
We need a proper education about food waste, especially for the staff at the hotel.

We want to make an application to use together with the whole hospitality team.



# PROTOTYPE

# *Le* Food Waste





# EDUCATION

## Food waste general

9:41

Le MERIDIEN Education

1.4 BILLION HECTARES 250 KM<sup>3</sup>

### What is Food Waste?

Food waste is when food that was supposed to be eaten by people is thrown away instead. This can happen because the food went bad or because people didn't want to eat it.

Food waste occurs mainly in stores and homes, and it's caused by choices made by both people and businesses. These choices are often based on how the food looks, how good it is, and how safe it is to eat.

The idea of food waste that we're talking about here is mostly about how people act. For example, it includes things like food that's gone bad on store shelves, food that people didn't finish eating, or food that wasn't cooked properly.

Why should we prevent it?

## Hospitality

9:41

Le MERIDIEN Education

The idea of food waste that we're talking about here is mostly about how people act. For example, it includes things like food that's gone bad on store shelves, food that people didn't finish eating, or food that wasn't cooked properly.

### Why should we prevent it?

Whenever we throw away food, we're also throwing away the energy and water used to make it grow, pick it, move it around, and wrap it up.

Plus, if the discarded food ends up in a landfill and rots, it lets out methane, which is a gas that's even stronger at trapping heat than carbon dioxide.

If we could avoid wasting food, we could cut down about 6% to 8% of all the greenhouse gases that people make, which would help the environment.

### Food waste in the hospitality

## Quiz

9:41

Le MERIDIEN Education

### Quiz

Why is reducing food waste important for the hospitality industry?

- It saves money
- It improves kitchen aesthetics
- It reduces energy consumption
- It increases portion sizes

Which of the following is a strategy to reduce food waste in a hotel kitchen?

- Overstocking ingredients
- Using disposable utensils
- Preparing large batches of food at once
- Implementing portion control

What does "first in, first out" (FIFO) mean in food storage?

- The newest ingredients are used first
- The oldest ingredients are used first
- Ingredients are stored randomly
- Only frozen ingredients are used

# PREVENTING FOOD WASTE

9:41

< L MERIDIEN Preventing Food Waste

## Preventing food waste in hospitality industry

Many of us remain acutely unaware of the amount of food waste generated by the hospitality industry on a daily basis. Even working in the industry, it is easy to ignore the implications of the amount of food waste that is ending up in landfill each year. Food waste does not only impact the profitability of your business, but is a huge burden to the environment.




**What are you already doing at your working place?**

- Smart and waste reducing menu planning
- Portion size controlling
- Food is stored at the correct temperature, fridges and freezers are well-maintained
- Leftovers from the buffet are distributed forward (staff canteen, donating etc.)
- Proper tracking of food waste
- Reuse products for other recipes

9:41

< L MERIDIEN Preventing Food Waste


## Tips for Storing Food Properly to Make It Last Longer



Sometimes, food waste come from food that expired or gone bad on our refrigerator. Here's some tips for storing food properly to make it last longer

1. Heating Food Before Storage
2. Do Not Wash Fruits Before Putting Them in the Refrigerator
3. Do Not Cover Food While It's Still Hot
4. Do Not Leave Food Outside for Too Long
5. Store Food in a Closed Container

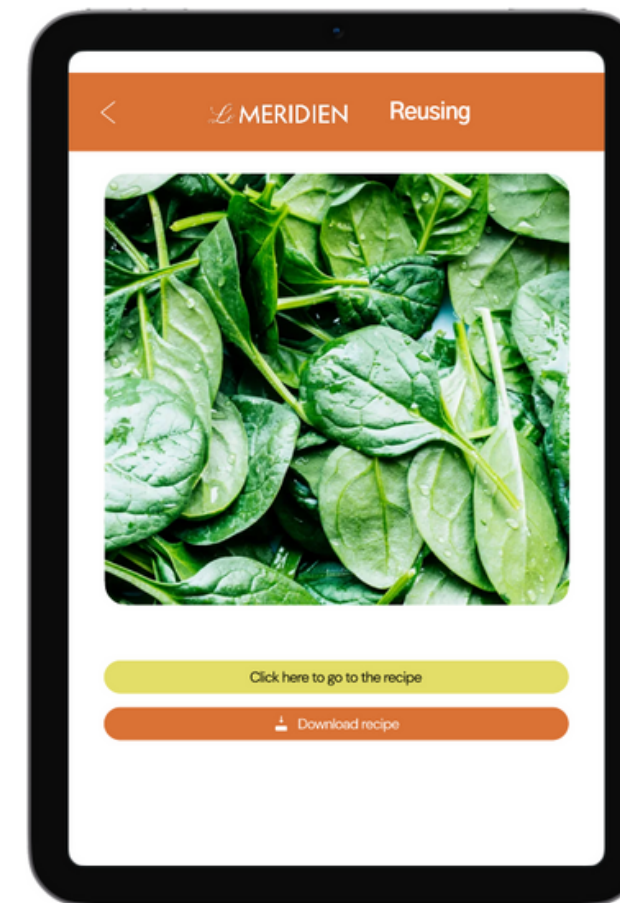
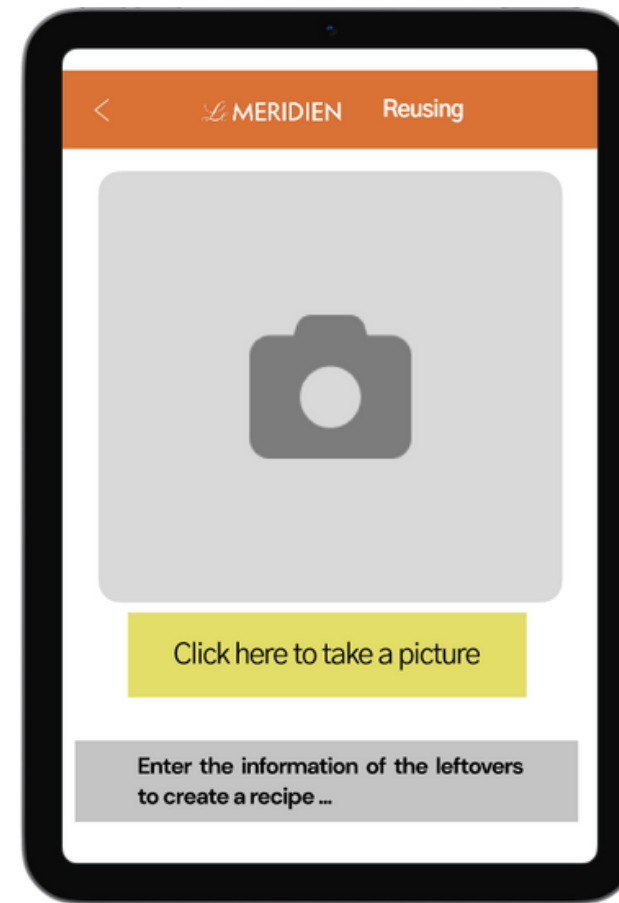
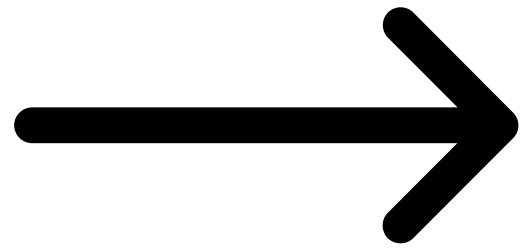
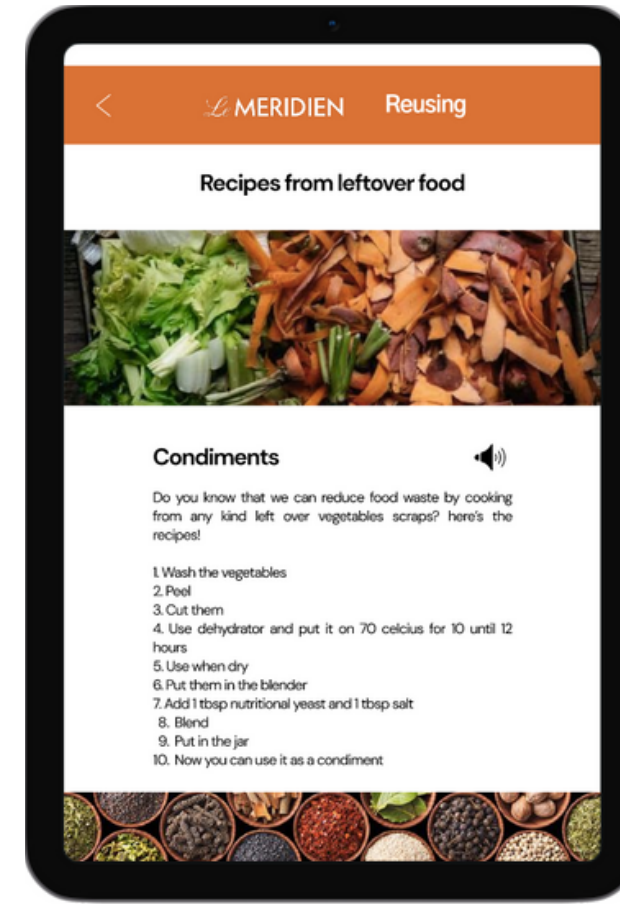
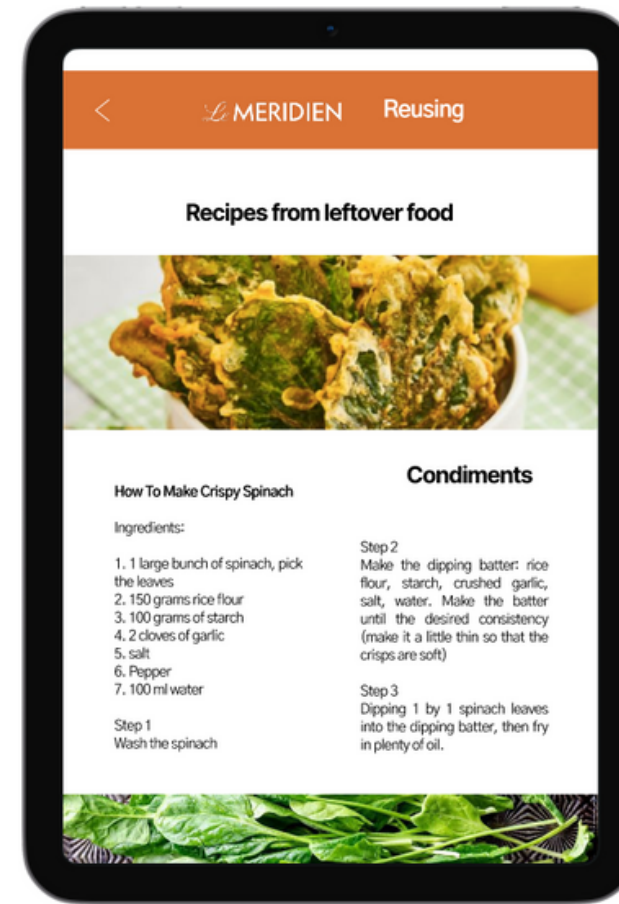
### Take inventory



Another prevention method is taking inventory. If you now what is in your inventory and when it is expired, you can make recipes with that dishes to prevent the food going to waste.

For example at the buffet, there are a lot of different meals. You as a chef can improvise a dish with the almost wasted food to save it and make content for the hotel.





# IMPLEMENT

Action



Tablets with installed **Le Food Waste** app are distributed in different easy accessible locations of hospitality area

## **Development Team**

Responsible for creating, designing and testing the app

## **Kitchen Staff Employees**

Primary users of the app,

## **Management**

Overseeing the implementation and providing necessary resources.

## **Communication Team**

Responsible for promoting and educating using the app within the kitchen staff



# ENGAGING

How do we get the professional staff engaged?

Rewarding program

Personal

Team

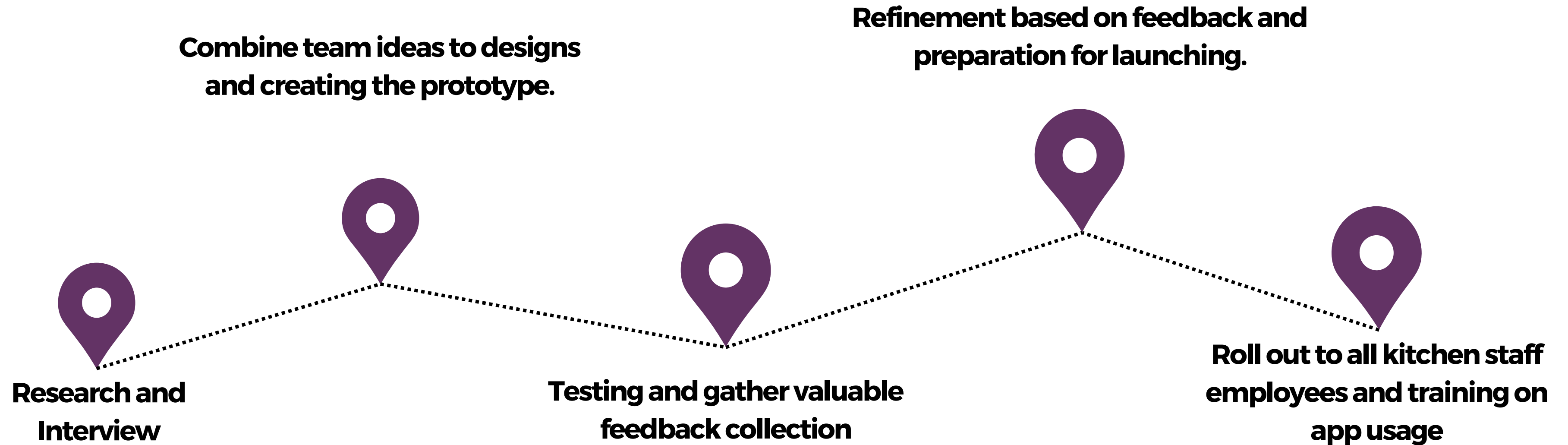
Recipe uploading

Educational programs

# THE EMPLOYEES



# TIMELINE PROCESS



## On going:

Regular updates and improvements based feedback and evolving needs.

## To do:

- Do staff meetings to promote the app to the kitchen staff.
- Launch the Le food Waste App



**Expanding the app to the all hotels  
of Marriott**

**Food waste tracking portal included  
in the app**

**Data gathering - app gives a chance  
to collect data about food waste**

**customer version & gamified version  
for kids**

# THE FUTURE



# CONCLUSION

INVESTMENT RATE

**US\$11,000**

COST OF INVESTMENT

**0.003% from 2022**

2022 FOOD WASTE PRODUCED  
BY HOTEL INDUSTRY

**289,000 tons**

2025 FOOD WASTE PRODUCED  
BY HOTEL INDUSTRY

**200,000 tons**

REDUCED FOOD WASTE RATE  
BY 2025

**30,76% per annum**

CUSTOMER ACQUISITION RATE

**22,27%**





# THANK YOU FOR LISTENING

