

PROTECTING PROFITS FROM PLATE WASTE

HOW TO REDUCE WASTE FROM CUSTOMER PLATES



wrap



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INTRODUCTION

Did you know that the Hospitality and Food Service (HaFS) sector throws away £3.2 billion in wasted food every single year?¹

This toolkit – backed by industry leading research with over 4,000 UK citizens² – sets out simple things you can do to protect your profits by reducing wasted food.

Whether you're a single owner-operator business or a multinational chain, not only can this guide help give your bottom line a welcome boost, there's a whole section devoted to customer engagement too.

¹ Overview of waste in the hospitality and food service sector | (WRAP, 2020)

² Throughout this toolkit we make reference to 'citizen' when referring to insights from our research with over 4,000 UK citizens.

£3.2 BILLION
OF FOOD THROWN AWAY
EVERY YEAR.



THAT'S 1.1
MILLIONS TONNES
EVERY YEAR.



ALMOST 75% **OF THE**
FOOD THROWN AWAY
COULD HAVE BEEN EATEN.



BUSINESS IMPACT

There are three key benefits to reducing wasted food which each represent brilliant opportunities for your business.

PROFIT

With 18% of food purchased ending up in the bin, ([as found by WRAP](#)), there are significant savings to be made by understanding the causes of this. As well as food costs, you could save on labour and operational costs too.

In fact initial research in the hotels sector shows an incredible 7:1 return on investment.³ And you don't need to invest a lot of cash before you start seeing results either. There are simple no-cost and low-cost measures you can take today which could make a big difference to your business.

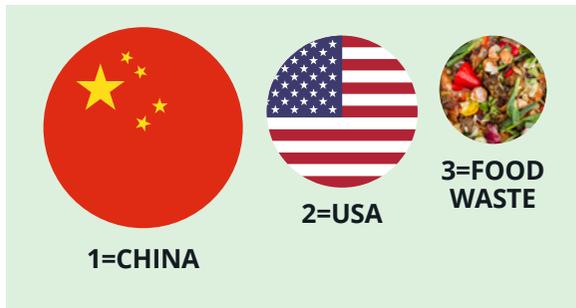
³ <https://wrap.org.uk/resources/business-case-reducing-food-loss-and-waste/hotels>

PEOPLE

The latest research from WRAP shows that climate change is a growing area of concern with the public – this includes your team and customers. By equipping your teams to save perfectly good food from the bin you'll be aligning with their expectations and actively participating in the fight against climate change.

PLANET

If food waste were a country, it would be the third biggest emitter of greenhouse gases in the world after the U.S. and China. Large amounts of resources like water, land and energy are used to produce and distribute the food on customers' plates, so any reduction on the amount of food you waste helps to deliver your journey to Net Zero.



GUARDIANS OF GRUB, THE COURTAULD COMMITMENT 2030 AND THE U.N. SUSTAINABLE DEVELOPMENT GOALS

The Courtauld Commitment 2030 is a voluntary agreement by WRAP⁴ which has brought together the Hospitality and Food Service industry to work towards the UN's Sustainable Development Goal (SDG) 12.3.

Our mission? A 50% per capita reduction in food waste by 2030.

Guardians of Grub is a campaign brought to you by WRAP. It is designed to help the sector achieve this goal and by following the guidance in this toolkit you will be contributing to a reduction of food waste from your business.

Find out more about Courtauld 2030 and get involved [here](#).



⁴ WRAP is a climate action NGO working around the globe to tackle the causes of the climate crisis and give the planet a sustainable future. Established in the UK in 2000; we now work in 40+ countries.

GUARDIANS OF GRUB

Guardians of Grub is a campaign by WRAP aimed at empowering professionals across the Hospitality and Food Service industry to reduce the amount of food their businesses throw away.

Since our launch in 2019 Guardians of Grub has engaged a growing number of businesses to protect profits and the planet from the impact of wasted food.



***“Reducing food waste is not only good for the bottom line and helps the community it is also a great place to apply creativity and innovation.*”**

The Guardians of Grub programme is a bite size step-by-step opportunity to engage your team and make a difference to GHG emissions.”

Andrea Zick, Oxo Tower Restaurant,
Bar and Brasserie,
Guardians of Grub Ambassador

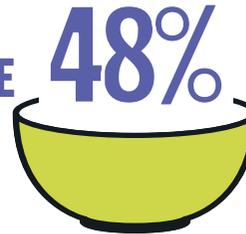


WHAT'S THE PROBLEM WITH PLATE WASTE?

In July 2022 we commissioned new research studies into customer behaviours and attitudes to food waste when dining out of home. The insights from this research form the backbone of all the guidance in this toolkit.



ALMOST HALF CITE PORTION SIZE AS THE MAIN REASON FOR LEAVING FOOD.



FOOD WASTE HOTSPOTS

The foods most likely to be left uneaten are:

Chips 25%

Salads / Garnishes 15%

UNEATEN FOOD HAS INCREASED SINCE 2020.

Main course 14.8%

Starters 19.6%

Sides 19.5%

Desserts 18.1%



WHO WASTES MOST FOOD?

Food waste is highest among people aged 18-34 and 35-44, especially when eating out with kids, eating in larger groups and eating with work colleagues. And it's happening in **ALL** types of food venue.



63% ARE BOTHERED BY UNEATEN FOOD OUT OF HOME

The main reason cited was a waste of money (74%).

“We ordered chips as a side and it’s always massive.”

Respondent A

“The garnish was left as my partner doesn’t like salad.”

Respondent B

Discover more insights by reading the full report [here](#)

JUST THREE STEPS AWAY

To support behaviour change, your business is in a unique position to provide the opportunity, capability and meet the motivations of customers to reduce plate waste.

This research-backed toolkit will lead you through the three steps needed to work together with your teams and customers to keep good food out of the bin.



HOW TO MEASURE FOOD WASTE AND IDENTIFY PLATE WASTE 'HOTSPOTS'



HOW TO REDUCE PLATE WASTE



HOW TO ENGAGE WITH YOUR TEAM AND CUSTOMERS

1

HOW TO MEASURE FOOD WASTE AND IDENTIFY PLATE WASTE 'HOTSPOTS'

Getting to grips with wasted food is easier than you might think. By measuring plate waste your business can quickly identify how much good food is being thrown away from customers plates. Then you can drill down into specific dishes or ingredients that require action.

NOMINATE A CHAMPION

It's a great idea to nominate a Champion from your team to be your lead Guardian of Grub – someone who will rally the troops and make sure monitoring and data capture happens on a regular basis.

Ideally your Guardians of Grub Champion should be someone at a senior level. A general manager, front of house supervisor or team leader to drive the process.

It is important that everybody in the business is briefed to play their part in the project to make sure the monitoring exercise is as accurate as possible.

We suggest approaching this in 2 stages:

- A. Measure plate waste.**
- B. Identify plate waste hotspots.**

WHAT IS PLATE WASTE?

Plate waste is food that comes back from tables. It can include edible parts (such as garnish) and non-edible parts (such as bones from meat).

“Every trainee chef must be taught to measure and monitor food waste because seeing what’s wasted means you tackle it. The Guardians of Grub training, tools and food saving guides are here to help the next generation of chefs stop good food from being binned.”

Vince Kelly, Westminster Kingsway College, Guardians of Grub Ambassador

1. MEASURE PLATE WASTE

Measuring is key to identifying the food that is commonly wasted in your business. To begin, we recommend getting a handle on the total amount of leftover food coming back from customers' plates.



Simply label a container "Plate Waste". During service, empty food that's left on plates into the "Plate Waste" container. At the end of service weigh the contents of the container using kitchen or luggage scales.



You can download and print off the Guardians of Grub bin labels [here](#).

Record your findings on the [7 day Tracking Sheet](#) and enter this into the [Food Tracking Calculator](#) to give you the total volume of food waste and an estimated overall cost of how much is being thrown away.

OTHER SOURCES OF FOOD WASTE

This toolkit focusses on food waste from customers' plates. But it's important to note that there are other sources of wasted food e.g., spoilage and preparation.

To get a handle on the total food waste in your business, check out our [Getting Started Guide](#) which will tell you everything you need to make sure even more of your food feeds people, not bins.

Our experience suggests a four-week time frame will give you the most helpful results, and once you get started you may see frequently wasted food items cropping up in your containers. This is a great indication of your plate waste hotspots - the dishes or ingredients where the most waste occurs. Take note of these which will help you in the next step - **Identify Plate Waste Hotspots**.

2. IDENTIFY PLATE WASTE HOTSPOTS

Small changes can have a big impact, and there may be key dishes or ingredients that need more attention than others. To investigate exactly what's contributing to your plate waste, we suggest one of the following approaches.

SINGLE ITEM FOCUS

Small changes can have a big impact, and there may be key dishes or ingredients that need more attention than others. To investigate exactly what's contributing to your plate waste, we suggest one of the following approaches.

DISH FOCUS

Choose your most popular dish and monitor which items are being left on customer plates.

Simply label your container to reflect the item you'd like to track. Again, using the [7 day Tracking Sheet](#), but this time monitor ingredient specific tracking in the 'other' column.

QUICK SAVINGS CALCULATION

Getting a handle on your potential savings is quick and simple. Check out a simple method left to estimate cost savings of the item you are focusing on.

Cost of specific ingredient or dish per kg	X	Total weight of ingredient or dish waste (kg)	=	Cost of ingredient or dish wasted.
chips £1.50 per kg	X	waste weight 5kg	=	cost of waste £7.50

CASE STUDY

The **Restaurant** Group plc



After conducting a food waste audit using the Guardians of Grub Calculator with the Sustainable Restaurant Association (SRA), The Restaurant Group (TRG) identified plate waste as the source of around 80% of their total food waste across their brands.

Drilling down into what was causing this allowed TRG to identify 'common offenders' contributing to plate waste and trial waste reduction initiatives across the group, such as implementing measured rice scoops in Wagamama kitchens. As a result, there was an average 20% reduction in plate waste per cover across the group.

Download the case study [here](#).

2

HOW TO REDUCE PLATE WASTE

INTRODUCTION

Now that you have monitored and identified where food waste is coming from it's time to take action to reduce it!

Whether you are tracking specific dish or ingredient waste, one small change can make a big difference to your bottom line.

In this section you will find ideas on how you can deliver these changes for the business and how they can be presented to the customer.

From our out of home citizen research we have:

- Identified the main reasons why people leave food on plates when eating out of home.
- Harnessed the opportunities to fix plate waste with customers.
- Set out some clever ideas and approaches to taking action on plate waste.

FIND A SOLUTION THAT FITS

All of the suggested solutions in this guide have been developed with input

and insight from the sector to check for feasibility. We have had some great feedback from businesses, and their experiences have been woven into these suggestions.

It is important to note that these are not one-size-fits-all solutions. You and your team have the skills, creativity and know-how to make them your own and test what works for you and your business.

Consider the solutions in this section and make a plan. There may be short, medium and long term actions you can take that fit with your operating procedures across the business e.g. menu cycles.

ARE YOUR PORTIONS RIGHT?

Spot checking existing portion and serving measures is good practice. It may simply be that your recipe measures are not being adhered to. If not currently in use, introduce tools and utensils to make it easier for kitchen staff to serve the recipe portion size in service. If you already have tools in place, make sure teams are using them correctly and consistently during service.

INSIGHT CUSTOMERS HAVE INSUFFICIENT INFORMATION ON PORTION SIZE

Our research highlighted a lack of information provided to customers about how much food is included in each dish, and portions larger than expected was stated as the main reason for leaving food uneaten. But the good news is there are real opportunities for you to provide better guidance on the size of dishes.

SOLUTION VISUALISE PLATE SIZE

Visual 'cues' are a great way to clearly signal portion size, they're a more efficient use of space than text too! Consider some of the following solutions.

Visual guides / a range of plate sizes can really help in a buffet or carvery setting, especially when matched with calorie labelling requirements.



Photo credit: Futouris

Example: signage to indicate not overfilling plates at a buffet, with a reminder to customers to return for fresh food when they want.

QR codes are a great way to expand on information both on printed menus and digital ordering platforms.



Iconography is a great way to categorise plate / portion size of dishes.



Example icon: to signal smaller portion size against relevant menu items.

SOLUTION

REDUCE DEFAULT PORTION SIZE

As customers we tend to go with preset options to avoid making an active choice because it requires more effort.

If you have identified items such as chips or salad which consistently end up in the bin then reducing their default portion size may be the right solution.



Here are some suggestions which can help you frame these changes in a way that responds to customer expectations around choice and value.

Refill. Consider reducing the default portion size and offer a refill option. This may be especially relevant in quick service restaurants and buffets where accompaniments such as chips and salad feature across a number of menu items and might be easily refilled.

Upsell. If you offer a variety of portion sizes, consider presenting them as ‘standard’ and ‘lighter’ versions of dishes, reflected in price. There is always an opportunity to allow customer to add on their favourite accompaniment or cater for hungrier appetites.

Reframe smaller portions. Help make people feel good about their choices by linking their decisions to wider social issues or value for money. Get creative with naming smaller plates. For example, ‘sustainable suppers’ or ‘no waste plates’.

THE SHIP INN, BARROW IN FURNACE, CUMBRIA

Cumbrian pub, The Ship Inn reduced plate waste by 67% by offering smaller portion sizes, particularly chips and putting out smaller portions of sauce.

Customers were encouraged to ask for more sauce if needed and the changes have gone down well with regulars who are happy to have lighter options.

Download the case study [here](#).



INSIGHT CUSTOMERS HAVE INSUFFICIENT INFORMATION ON CHOICE

Only 10% of citizens reported that menus often have information on the choices available to them when it comes to portion size. Customers unsure about the amount of food to expect on plates, could lead to more food waste in your business.

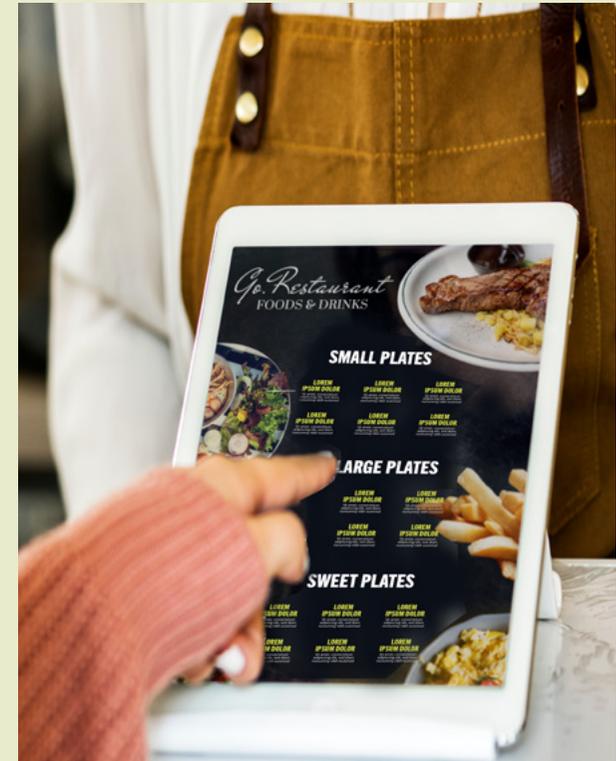
SOLUTION RESTRUCTURE THE MENU

Over half of citizens say they would find it useful to have more choice. Consider restructuring your menu to make it easier for your customers to have more flexibility in their dining experience.

For example...

Rename menu categories from “starters, mains, sides” to “small, medium, large” plates. Not only does this give customers the authority and flexibility to choose any combination of dishes to suit their tastes – it can present an opportunity for upsell and potentially reduce stock overheads.

Structure by price. You could do away with naming your dishes by course. Simply list items and allow price to guide your customers on plate size and tastes. This empowers them to have more flexibility in their choices - it implies having 3 ‘starters’ as a ‘main’ or coupling ‘snacks’ with ‘desserts’, is no problem.



INSIGHT

PERCEPTION THAT VOLUME EQUALS VALUE

A massive 48% of citizens cited portion size as the main reason for leaving food uneaten.

But despite how much food is thrown away – our research shows that many citizens equate the amount of food on plates with value for money. The following ideas can help you deliver on customers' expectations around value without relying solely on large portion size.



SOLUTION

PRESENTATION AND SERVING TOOLS

There are some clever techniques which could help you reduce portion sizes while still maintaining a perception of colour, variety, and fullness.

Add visual appeal. For example, art and colour printed on plates gives the perception of full plates without relying on garnish as 'decoration.'

Changing plate shape can ensure your dishes are presented 'full'.

Ramekins or small dishes can be used for presenting accompaniments. Not only do they take up space on the plate, they help support portion control and speed of service.

Guide customers in carvery or buffet environments. Consider using measured serving utensils or pre-defined portions set up on the buffet to show recommended portion sizes to customers, and where required, correspond to calorie information.

SHIFT FOCUS

Focusing on what makes your product special can divert attention away from a change in portion size.'

'Bring back the yummy' by letting your customers know about the love and effort that goes into producing the dish, the history of the recipe, the quality and flavour of the ingredients.

Incentives for smaller dishes. We engage with things that make us feel good. Twinning smaller plates with a food bank or charity is not only an opportunity to show off your brand values, it's a way to add value to dishes.



INSIGHT GARNISH LEFT UNEATEN

Our research shows that after chips and potatoes, the second most wasted foods are garnish and salad.

CHOOSE A
DRESSING TO
COME WITH YOUR
SIDE SALAD

- CAESAR
- FRENCH
- NO DRESSING
- NO SALAD

SOLUTION A GET YOUR GARNISHES NOTICED

Only 3 in 10 citizens say the places they eat in often give them clear information about sides and garnishes. The following are some ideas to help give your customers better information and more choice to help save garnishes from the bin.

Get creative. Garnish descriptions are a great way to draw attention and add value. For example, you could talk about nutritional value, provenance or just make them sound delicious with descriptive language. If space is limited, try using images or icons.

More Choice. Try giving customers the ability to tailor salads and garnishes to their specific tastes. For example...

'Naked' or 'No Fuss' options allow your customers to remove items that are not to their taste.

Dressing choice is a great way to help customers' focus on salads and garnishes and prompts a commitment to eating them. Not only does it provide more choice – it helps reduce food waste, especially when paired with the 'Naked' or 'No Fuss' option outlined above.

THE AIRPORT PUB, MANCHESTER

Coleslaw and sauces are now being offered to customers as an option rather than served automatically. Now, instead of using eight tubs of coleslaw a day, the pub uses just one.

The kitchen is much more aware of waste, and at the end of week four there was a marked reduction in each category:

Spoilage reduced by **22%**

Prep waste reduced by **27%** and

Plate waste reduced by **14%**

Download the case study [here](#).



INSIGHT

CUSTOMERS LACK OF CONFIDENCE TO ASK QUESTIONS

Our research found that many citizens don't have the confidence to ask questions about portion sizes and can make people feel embarrassed or appear fussy.

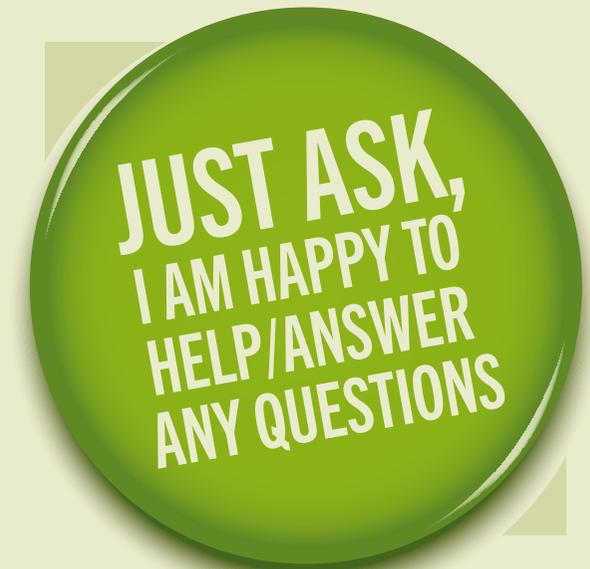
SOLUTION

TALK TO YOUR CUSTOMERS

Why not consider helping your customers to feel more comfortable around asking questions? The following are some suggestions to help customers make better informed decisions.

Empower front of house staff. Consider bundling questions around portion size in with existing service scripts. For example, Appetites and Allergens - "Does anyone have any special dietary needs or would like any further information about the size of our dishes?"

Empower Customers. Why not give customers the authority to ask? This could be as simple as giving servers badges which invite questions about order volume or contents of a dish, or include a similar invitation on menus.



INSIGHT LACK OF UNDERSTANDING OF THE IMPACT OF WASTED FOOD

Citizens don't always understand the association between the leftovers on their plate and the impact it has on their pockets and planet.

SOLUTION EDUCATE & EMPOWER

Providing awareness about the impact of uneaten food could further incentivise your customer to reduce plate waste.

When it comes to the main meal, groups of diners with small children (ages 0-10) report leaving significantly more food on plates (21.6% for those with young children compared to 12.7% for those with no children). Designing communications which speak directly to children can provide a great opportunity to spark conversations with the adults in their groups about the impacts of wasted food.

Food Waste Champions.

Encouraging young customers to be 'food waste champions' - helping to save the planet and make parent's money go further.



Make it fun. Introducing gaming elements on kid's menus or placemats is a great way to increase participation and engagement. Consider fun activities such as words searches and quizzes to weave in messaging. It will not only help you reduce plate waste but it'll encourage kids to clean their plates too – a win-win for parents!



Photo credit : Veolia

An example of the recycling process brought to life with animation.

INSIGHT

EDIBLE FOOD LEFT ON PLATES

Despite your best efforts to minimise plate waste you may still find some food is left on plates.

In these circumstances allowing customers to take food home is a good option.



SOLUTION

DOGGY BAGS / BOXES

Doggy bags / boxes are a great way to prevent food from going to waste. And citizens agree – with 45% saying that they'd find it useful to be offered one at the end of a meal. Our research tells us that citizens need a helping hand deal with leftovers safely and with confidence. Consider reassuring and inspiring your customers.

Make it the norm. Why not make doggy bags / boxes part of your service script or highlight them on menus to help overcome any apprehension they have around asking?

Food safety advice. Some customers may be nervous about eating perfectly good food at a later date. Printing advice on storing and re-heating leftover food safely on your doggy bags / boxes can ensure food gets eaten at home (see in depth guidance from the Food Standards Agency in [Appendix A](#)).

Recipe suggestions. Consider offering recipe suggestions to help make leftover food go further by combining it with ingredients your customers might already have at home.

Here are some examples:

- Pair leftover pasta dishes with a super-food salad for a free 'power' lunch the following day!
- Leftover curry or chilli are the perfect base for a tasty wrap. Just add a dollop of natural yogurt and some fresh salad – delicious!
- Double, or even triple, cooked chips are a real treat. Just re-heat in a hot oven to crisp them up and serve.
- Re-heat and cut up naan or other left-over bread and serve with a dip as a delicious snack.
- Crisp up battered fish in a hot oven – perfect for a posh fish 'finger' sandwich!



HOW TO ENGAGE WITH YOUR TEAM AND YOUR CUSTOMERS

INTRODUCTION

How can you ensure your cost-saving efforts align with what your customers actually want?

One way is to listen to what is important to them. Demonstrating that you've listened to these concerns and taking action will help win hearts and minds.

And the good news is we have started that conversation for you!

In the following sections you'll find more insights from our research with UK citizens to help make sure your messaging packs a punch.

HARNESS THE POWER OF THE LOVE FOOD HATE WASTE LOGO



WRAP also has a citizen facing brand, Love Food Hate Waste, which runs campaigns and works with a wide range of partners to unite, motivate and inspire citizens to keep food out of the bin.

WRAP's latest trends survey [here](#), highlighted that 1 in 3 people now recognise the Love Food Hate Waste logo.

We invite you to use the logo in all of your food waste reduction communications with customers, to lend authority to your food waste reduction efforts.

WHAT MATTERS MOST?

Our research shows the issues that matter most to your customers when dining out.

VALUE FOR MONEY

No one likes throwing money away. So, it's hardly surprising that wasting cash was the number one concern citizens had when thinking about food left uneaten when eating out. In fact, a whopping 74% cited it as their primary issue.

Furthermore – at the time of writing – millions of UK citizens face a cost-of-living crisis. Regardless of the wider context, value for money is always likely to be a major factor when dining out. Focusing your communication around serving up even better value for money will help to ensure they resonate with your audience.

A WHOPPING 74% CITED WASTING CASH WAS THE NUMBER ONE CONCERN OF UNEATEN FOOD.

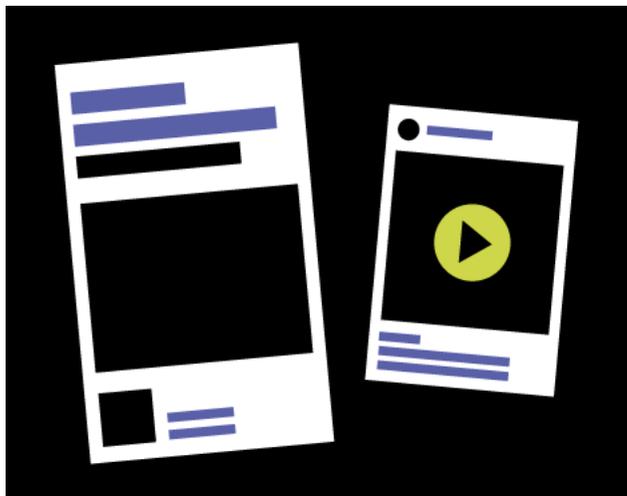
THE ENVIRONMENT

As a business, it's good to know that 46% of citizens cited environmental concerns as a motivator to reduce food waste. This aligns nicely with your business obligations to meet net zero targets, because wasting food feeds climate change.

Where appropriate, talking to customers about the positive impact saving food from the bin has on the environment will further demonstrate you're listening to their concerns.



GOLDEN RULES



Whether it's a poster or a simple tweet, these guidelines will help to give all your communication the extra oomph they need.

1. Frame your customer engagement around **value for money**.
2. Use **concrete examples**, when letting customers know what you're doing to address their concerns. E.g. "All our waiting staff have been trained to give you better information about meal sizes. So, every penny you spend will go on feeding you, not the bin."
3. Give a **start date** if you're introducing new changes. Or if it's something you've been trialling under the radar, let your customers know for how long the scheme has been running⁵.
4. Keep messaging **short and sweet**. Research has shown that in our over-saturated media landscape, the maximum word count for longer pieces of communication such as newsletters or blog posts should be 125⁶.
5. **Tone of voice** will vary according to the type of establishment – but as a rule of thumb use simple language, and speak to your customers as if you were speaking to a friend.
6. Keep messages about business cost savings for your **internal-facing communications** only to avoid confusing customers.

5 <https://blog.hubspot.com/sales/ideal-length-sales-email>

6 <https://blog.hubspot.com/sales/ideal-length-sales-email>

MISSION STATEMENT

Consider letting your customers know about the changes you're making by writing a short, compelling statement. This can help to act as a guide when talking to them in different scenarios - for example, menus and social posts.

And getting the message out there doesn't have to cost the earth. Consider posting your mission statement to channels such as your website, social, or printing it off for an in-store poster.

In the following example you'll see all our Golden Rules in action:

WE'RE DOUBLING DOWN ON THE RISING COST OF LIVING



We understand that value for money is important to you. Which is why from January 1st we're introducing a range of measures to reduce leftovers, so you only pay for what you eat – not what goes in the bin.

To begin with there's a new menu – with better information about what's included in each dish and more size options. Our waiting staff will be trained to help you to make more informed choices. And we're even offering discounts on your next visit under our **"tailor your taste to reduce waste"** scheme.

Better for your pocket. And as wasted food is one of the leading contributors to climate change, better for the planet.

CUSTOMER MESSAGING IN ACTION

The following is a list of suggested actions and copy to let your customers know how the business has responded to their feedback.

Barrier	Example Action	Example Menu / Signage Comms
<p>Chips are the most wasted food item.</p> <p>But many see full plates as signifying value for money.</p>	<p>In self-service settings, provide pre-portioned utensils or a presentation guide to give a steer on portion size, and supplement with free or low-cost refills.</p>	<p><i>“Charlie big potatoes? Our scoops are matched to calorie information, but if you’d like more chips – you’re welcome to refill for free.”</i></p>
<p>After chips - the second most wasted food is salad and garnishes.</p> <p>But many citizens value the addition of a garnish as it adds colour and perceived nutritional value.</p>	<p>Give a full description of your salad garnishes via the menu description / serving staff. Consider highlighting nutritional value, provenance or using descriptive language to make them irresistible.</p> <p>Offer the option to have something else / not have them at all.</p>	<p><i>“All our burgers come with immune boosting ‘slaw – packed with vitamin C and designed to promote gut health.</i></p> <p><i>Not a fan of coleslaw? Ask your server for options.”</i></p>
<p>Over half (53%) say they would find it useful to have clear information about sides and garnishes (including the choice to have something different or not at all).</p>	<p>Offer a “no fuss” option at a slightly reduced price.</p>	<p><i>“Our lasagne can be ordered “naked” without salad and garlic bread.</i></p> <p><i>We are happy to cater to every taste to reduce waste!”</i></p>

CUSTOMER MESSAGING IN ACTION (CONTINUED)

Barrier	Example Action	Example Menu / Signage Comms
Lack of incentive for choosing a smaller dish.	Give smaller dishes extrinsic value by pairing with a social cause.	<i>“Not too big, not too small: our Sustainable Suppers are the perfect way to make sure every penny goes on feeding you, not the bin. And with 10p going to a foodbank charity, you’ll be helping to end food poverty in the UK too.”</i>
Unable to visualise portion size.	QR Codes on menus, which link to mouth-watering images showing the various portion sizes.	<i>“Feast your eyes on this! Scan the QR code and find out how filling each dish is.”</i>
Lack of opportunity to question orders.	Provide opportunity for customers to query their choice.	<i>“Not sure whether you’ve ordered too much or too little? Just ask one of our servers who will be happy to help.”</i>

ENGAGING FRONT OF HOUSE STAFF

In step 1 we talked about the importance of nominating a Guardians of Grub Champion and the vital measuring work that goes on in the kitchen after each service.

But front of house staff are equally important. As brand ambassadors, they are key to helping customers to make better-informed choices.

Consider these ideas to help make sure every member of staff is fully engaged.

Communicate the “Why?”

Ensure the Guardians of Grub Champion you nominated in step 1 invites front of house staff to every project meeting – even during the measuring phase. It will help them understand why these changes are important.

Empower. Empowering staff to talk to customers about the changes is one of the most effective ways to ensure your project is a success. Why not try creating simple scripts to weave into customer service?

E.g. “Good afternoon / evening. We’ve recently updated our menus to provide even better value for money with more choices and more flexibility. Any questions – don’t hesitate to ask.”

Listen. Insights from your team are worth their weight in gold. Regular meetings will help fine tune operations and maximise your cost savings.



APPENDIX A

ADVICE TO BUSINESSES FOR USING DOGGY BAGS / BOXES

The Food Standards Agency (FSA) supports the eradication of food waste where this can be done without a detrimental effect on public health, and there is nothing in food hygiene legislation to prevent catering establishments giving out food in doggy bags / boxes.

In terms of how food safety and hygiene law might apply to doggy bags / boxes, Article 14 of Regulation (EC) 178 / 2002 sets out clearly that all food businesses are responsible for the safety of food 'placed on the market' (effectively all food which is supplied or handled by food businesses).

Restaurants are responsible for food that has left the premises if it was unsafe at the point the food was placed on the market (e.g. in the restaurant concerned). The position becomes more complicated if the food was made and handled safely by the food business but becomes unsafe because of the conditions under which it was transported, stored or used by the customer who has taken the food away in a doggy bag / box.

This, of course, is not the same as takeaway food or fast food where there is an

expectation that the food will be consumed immediately or soon after purchase and the food business concerned will have food safety measures in place precisely for such supply of food.

The definition of "unsafe" in Article 14.3 of 178 / 2002 takes account of "normal conditions of use by the consumer" and "information provided to the consumer", so were there, for example, appropriate safety advice on the doggy bag / box (some has been provided below), this would affect considerations of whether or not the food was judged to be safe.

The FSA would therefore advise catering establishments giving out doggy bags / boxes to consider how it can be done safely and the information below is designed to assist with that.

Neither WRAP nor the FSA is in a position to give advice on the possible exposure of a business to criminal or civil liability if a customer were to become ill, and businesses may wish to seek individual legal advice from their solicitors on this point.

APPENDIX B

FOOD SAFETY ADVICE TO CUSTOMERS TAKING DOGGY BAGS / BOXES HOME

To keep your food safe:

- As long as the food is cool / cold, put it in the fridge as soon as you get home (ideally within 1-2 hours) Check your fridge is cold enough. It should be 5°C or below. You can check the temperature using a fridge thermometer.
- Leftover food stored in the fridge should be eaten within 48 hours.
- Only reheat food once and make sure it is steaming hot before serving.
- More leftover food than you can eat in two days? Freeze any extra food as soon as possible. Make sure it is cool before putting it in the freezer. Freezing food in portions makes it easier to defrost what you need later.
- **IF APPLICABLE:** For food safety reasons, we do not include rice / rice-based dishes in doggy bags / boxes if we have already reheated the rice. This is because we are following the Food Standards Agency's advice that rice should never be reheated more than once.

For more information visit

<https://www.food.gov.uk/safety-hygiene/home-food-fact-checker#rice>

THANK YOU!

Guardians of Grub is a campaign by WRAP aimed at empowering professionals across the Hospitality and Food Service industry to reduce the amount of food their businesses throw away.

Since our launch in 2019 Guardians of Grub has engaged a growing number of businesses to protect profits and the planet from the impact of wasted food.

We hope you have enough to get you started on your food waste reduction journey. But if you have any questions or insights you'd like to share, you can contact us : guardiansofgrub@wrap.org.uk

SHARING SUCCESS STORIES ON YOUR SOCIAL CHANNELS?

Don't forget to tag us with one on the handles below.

FOLLOW US ON SOCIAL:

Instagram: [@guardiansofgrub](https://www.instagram.com/guardiansofgrub)

Facebook: [Guardians of Grub](https://www.facebook.com/GuardiansofGrub)

Rise up against food waste and complete our free 15 minute course:
[Cost Saving Skills Course](#)

Guardians of Grub website: [Rise up against food waste](#)



GUARDIANS
- OF GRUB -

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The Waste and Resources Action Programme (which operates as WRAP) is a registered UK Charity No.1159512.

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