



See how an IKEA store in the Netherlands is saving over €100,000 annually by reducing food waste



Operating in 49 countries, IKEA is a global destination store for home furnishing, appliances, home accessories, kitchen products, and delicious food. With around 660 million people enjoying the IKEA food offer every year, the brand has a unique opportunity to reach the masses with its food offering. It serves tasty and affordable meals in its restaurants, bistros, and food markets.

Since December 2016, IKEA has been working with its Food is Precious program, which aims to reduce food waste by half in the group's food operations by August 2020. To achieve this, IKEA has chosen Winnow as one of the two key partners.

Using our smart scale, the group can understand the source of its food waste, measure it, and therefore reduce it.



IKEA has deployed the cutting-edge technology in 93 of the 130 stores and plans to raise the number to 200 within two years.

At the Amersfoort store, the Winnow system has been in use since March 2017.

With the help of the Winnow system, we now know what and how much we waste. The volume of waste was shocking, but we have come a long way. We have reduced food waste by more than 40% in less than 6 months.

Leander Doornekamp
Team Manager
IKEA Amersfoort | Netherlands



Reaping the benefits

In March 2017, IKEA installed Winnow in its Amersfoort store in the Netherlands to help the team measure, manage and reduce food waste.

Average waste by value is now down by more than 40% compared to where it was when they started - over a full year, this would mean a saving of €102,000.

To reduce food waste, the team has been using Winnow to identify the top three most wasted dishes each day. That helps the team focus on reducing the production volumes

both for these dishes and the rest of the range to decrease overall waste. The team has also concentrated on ordering according to anticipated production quantity and displaying less food on the cold counters.

The team has already prevented more than 15,000 meals from being wasted. The Amersfoort store has been very pleased with the results, and the kitchen is now a blueprint for others to learn from.

Top tips for reducing food waste

1. Hold daily meetings to analyse the Winnow report and identify the top three most wasted dishes of the day. Focus on reducing the production volumes both for these dishes and the rest of the range to decrease overall waste

2. Focus on predicting customer numbers and display only the necessary amount of food on the cold counters to find the right balance of food needed.

3. Control your stock, and don't order too much food. Purchase ingredients according to anticipated production quantities.

4. Build food waste awareness into staff training.

About Winnow

Winnow develops Artificial Intelligence (AI) tools to help chefs in large businesses like hotels, contract caterers, casinos, and cruise ships to run more profitable, and sustainable kitchens by cutting food waste in half.

Measuring food waste is a challenge for all commercial kitchens with up to 20% of all food purchased going to waste.

Winnow offers a solution for every kitchen.

Our analytics platform and reporting suite helps teams pinpoint waste quickly, allowing enterprises to drive significant waste reductions at scale.

Kitchens that use Winnow cut food waste by half on average, driving food purchasing costs down by 3%-8%, improving margins whilst doing the right thing.

Winnow is deployed in over 45 countries with offices in London, Dubai, Singapore, Cluj, and Chicago.

