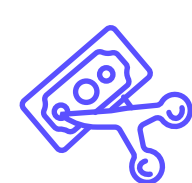
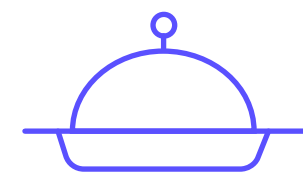


How IKEA Eindhoven, in the Netherlands, saved over 48,000 meals



Savings since the baseline

€100,937



Number of meals saved

48,029



Estimated CO2 savings

93 Tonnes

IKEA aims to cut food waste by 50% before the end of August 2020 with its Food Is Precious initiative.

The IKEA store in Eindhoven has been leading the fight against food waste. The team at Eindhoven reduced food waste by 45%, saving over 48,000 meals.

Operating in 49 countries, and 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.

IKEA serves tasty and affordable meals in its restaurants, bistros, and food markets.

Winnow's smart scale was chosen as one of IKEA's two solutions to help the group reach its target.

Using our smart scale, they can understand the source of their food waste, measure it, and therefore reduce it. In Eindhoven, the team has been using Winnow since January 2017.



The experience with Winnow has been amazing. In one year, we saved over 48 thousand meals. We never thought we had a food waste issue. We were so surprised that we had to calculate again to believe it

Maarten Raijmakers | Deputy Food Manager
IKEA Eindhoven | Netherlands

Reaping the benefits

IKEA is one of the world's most popular brands receiving one billion visitors worldwide every year. With its global reach, IKEA has the great opportunity to inspire brands and individuals to take measures against food waste. The group brought Winnow to Eindhoven to help the team manage food waste, increasing the kitchen's efficiency and contributing to the environment at the same time. The team has been using Winnow to identify the top three most wasted dishes each day to reduce food waste.

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 the anticipated production quantity.

Food waste has been reduced by 45% from the starting point which lead to a saving of €100,000. It is the equivalent of saving 48,000 plated meals.

Top tips for reducing food waste

1.

Hold daily meetings to analyze the Winnow report and identify the most wasted dishes. Focus on adjusting the production volume to find the right balance and cook the necessary amount of food.

2.

Have regular meetings with food suppliers to ensure high-quality ingredients, and avoid wastage due to damaged products.

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.



We are proud to be part of the Courtauld 2025 Commitment



We are proud to be part of Friends of Champions 12.3