

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

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



Estimated
CO2
savings

93 Tonnes



Savings
since the
baseline

€100,937



Number
of meals
saved

48,029

“

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 actually had to calculate again to believe it.

”

Maarten Rajmakers
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 their 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.

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 in order to decrease overall waste. The team has also concentrated on ordering according to anticipated production quantity.

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

Top Tips For Reducing Food Waste

- Hold daily meetings to analyze the Winnow report and identify most wasted dishes. Focus on adjusting the production volume to find the right balance and cook the necessary amount of food.
- Have regular meetings with food suppliers to ensure high-quality ingredients, and avoid wastage due to damaged produce.
- Build food waste awareness into staff training.
- Control your stock, and don't order too much food. Purchase ingredients according to anticipated production quantities.

About Winnow

The Winnow System is a smart meter which automatically measures what's put in the bin, giving chefs the insight to make improvements and dramatically reduce costs. So far we have helped our customers save over \$25 m in reduced food waste costs. Winnow customers typically save 3-8% on food cost.

Find out exactly how much your business could save and get your own personalised savings report using our calculator:

www.winnowsolutions.com/calculator

Check out our guide with top tips & tricks to help every chef and food service operator in their daily efforts to supercharge their kitchen and run a more profitable operation:

info.winnowsolutions.com/profitabilityguide

We are proud to be part of
[Friends of Champions 12.3](#)

CHAMPIONS 12.3

We are proud to be part of the
[Courtauld 2025 Commitment](#)

