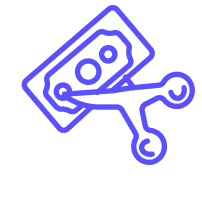
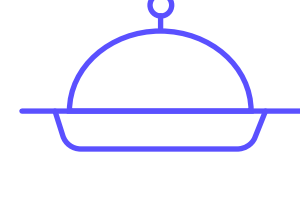


# See how an IKEA store in Southampton - UK reduced their food waste by 75%



Estimated savings

€87,628



Number of meals saved

52,846



Reduction in food waste by value

75%

IKEA aims to cut food waste by 50% with the Food Is Precious initiative. The IKEA store in Southampton has been leading the movement.

The kitchen team in Southampton managed to reduce their food waste by an incredible 75%. Operating in 49 markets, 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.

It serves tasty and affordable meals in its restaurants, bistros, and food markets. IKEA aims to halve food waste at all its stores before the end of August 2020.

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

Using our smart scale, the group can understand the source of its food waste, measure it, and therefore reduce it. In Southampton, the team has been using Winnow since December 2016. To date, they have saved over 52,000 meals.



Winnow has transformed our routines. Now, we study the reports every single day. We hold regular team meetings, and we often look at the top three weekly errors and focus on fixing them to reduce food waste efficiently.

**Christina Prince-Wright**  
Kitchen Production Manager  
IKEA Southampton - UK

## Reaping the benefits

IKEA is one of the world's most popular brands. They receive close to one billion visitors 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 Southampton to help the team reduce food waste, increasing the kitchen's efficiency and contributing to the environment at the same time. Using Winnow's technology, the team was able to look at the top three weekly errors and focus on fixing them to reduce waste.

With the help of Winnow, they also identified a link between the weather and the guests' food preferences. They found that customers prefer buying food that they can easily eat outside on sunny days, such as hot dogs and wraps. With this insight, they can adjust their production level according to the weather forecast and avoid overproduction.

Today food waste has been reduced by 75% from the starting point, leading to an annual saving of over €87, 628. It is the equivalent of saving 52,846 plated meals.

## Top tips for reducing food waste

1.

Waste Hold daily meetings to analyse the Winnow report and identify the top three issues of the week.

2.

Focus on adjusting the production volume to find the right balance and cook the necessary amount of food.

3.

Deliver a fun training process to better engage the team on food waste strategies.

4.

Consult the weather forecast to predict customers' demand better and avoid overproduction.

5.

Hold daily team meetings, print and distribute the reports to the team to make sure they'll focus on the crucial goals.

## 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