



# HOW HOTELS IN THE MIDDLE EAST ARE LEADING THE FIGHT AGAINST FOOD WASTE

Three hotels in UAE show you how  
to drive revenue and reduce costs

winnow



# The hotels leading the way in UAE

Reducing food waste is crucially important for the Middle East. With a relatively small food production capacity, the Middle East is hugely reliant on other countries for food. According to the FAO, the wider\* MENA region imports over 50% of its total food requirements. For any region that cannot easily increase food production, reducing food loss and waste is critical for a resilient food system.

Incredible volumes of food are wasted every year. As an example, out of 36 million tons of imported wheat, 16 million tons worth \$6 billion goes to waste. That amount of wheat could feed 70 to 100 million people.

This waste represents a large financial cost too. In the UAE alone, food waste costs an average of 13 billion Dirhams annually.

In recent times, a significant rise in the restaurant and hotel industry has further increased food wastage. Yet while the general trend is of more waste, there is a thriving pocket of hotels across the region leading the fight against food waste.

This guide reveals three hotels that demonstrate that this change is both possible and profitable. Hilton, Fairmont the Palm and the Armani Hotel have all significantly cut food waste and saved thousands of dollars. Combined, they have saved 300,000 meals from the bin since 2016.

Can the three hotels in this guide inspire a change in thinking on the topic of foodwaste?

These hotels are leveraging Winnow's data to accurately quantify and significantly lower their food waste. Their joint example should encourage all hospitality businesses in the Middle East to prioritise reducing food waste. In the process, businesses can cut costs and do the right thing for the environment.

The task ahead is considerable, but so is the financial opportunity.

\*Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, United Arab Emirates and Yemen.



## Hilton Dubai Jumeirah saved \$65,000 by reducing food waste

Set in the heart of the Dubai Marina, the Hilton Dubai Jumeirah hosts a significant food and beverage operation. The hotel boasts 12 award-winning restaurants including rooftop bars and fine dining.

Since working with Winnow in 2016, the team at Hilton have made great progress. They've saved the equivalent of \$70,000 and 100,000 meals.

Steven Smalley, Executive Chef at Hilton Dubai Jumeirah notes that using Winnow is not solely for the good of the business but for the kitchen team too:



*"We've seen a 70% reduction on waste, and the team has really embraced Winnow. It's for the chefs' benefits as well, because they are not wasting their time over producing food."*

### Top tip to reduce food waste

- Cooking certain items to order to avoid overproduction, pleasing all guests including those who arrive at the end of the buffet.

Click [here](#) to watch the video and see how Hilton Dubai Jumeirah reduced food waste

Watch video



## Fairmont The Palm is reducing food waste by over 40%

Located on The Palm Jumeirah, the world's largest man-made island, Fairmont The Palm is a luxurious family resort in Dubai. Guests can enjoy multiple dining experiences, including Indian food at Little Miss India, Brazilian at the restaurant Frevo, the Mediterranean at the Seagrill, and European at the Flow Kitchen.

Running a sustainable operation is an important consideration at Fairmont The Palm. Part of AccorHotels, there is a group target to reduce food waste by 30% by 2020 under their '[Planet 21](#)' initiative. Accor's website explains the ethical, environmental, and economical reasons to make this change - and integrating innovative practices across their global operations helps to achieve this ambition.

Fairmont has been working with Winnow since April 2017, assisting the team in tracking, managing and ultimately reducing food waste. In this time, they have saved an astonishing \$225,000 - and 170,000 tonnes of CO2e saved from the atmosphere.



"With the data from the Winnow report we can see where and why food is being wasted, and from there, we can study ways to minimise it. Now that our level of food waste is more stable, we just push ourselves to keep on reducing it as much as we can."

**Alain Gobeil, Executive Chef Fairmont The Palm Dubai**

### Top tip to reduce food waste

- Focus on encouraging a positive attitude throughout the entire process to achieve the collective buy-in from all members of the team.



# Armani Hotel Dubai is saving over 117,000 meals annually by reducing food waste

The Armani Hotel Dubai is a timelessly elegant hotel, envisioned by fashion icon Giorgio Armani. The hotel has a private entrance and occupies 11 floors of Dubai's iconic skyscraper, Burj Khalifa.

The hotel boasts 160 luxury rooms, and guests can enjoy a culinary journey that takes you from Italy and the shores of Europe to India's rich traditions, and the flavours of Japan.

Since implementing Winnow, the team has reduced their food waste by 47%. The estimated yearly savings are AED 148,000 (\$40,000). This is equivalent of saving 117,000 meals from the bin in the Armani Hotel Dubai alone.

[Watch video](#)



"Armani Hotel Dubai has an exceptional track-record in promoting environmental sustainability. Now, with the help of the Winnow systems, we have seen a 47% reduction on waste and the team has embraced the technology. We are committed to reducing food waste, and we will continue to focus on delivering an outstanding level of service for our clients."

**Vijay Anand, Executive Chef at Armani Hotel Dubai**

## Top tip to reduce food waste

- Replace the dishes that are being most wasted with more popular dishes.



## Recent Developments

During the 2018 **World Food Day** (October 16th), the Ministry of Climate Change (MOCCA) in the UAE joined forces with Winnow to host an event to encourage additional operators in the hospitality industry to take a pledge to cut waste by 50% by 2030. The UAE based hospitality sector is pledging to save **3 million meals yearly by 2020**.

Together, Winnow and the MOCCA welcomed a group of experts to discuss how influential policy-makers and business leaders can encourage the entire food community to take action against food waste.

The pledge is an example for other governments to follow in the fight against food waste. The initial pioneers of the movement in the UAE - **Rotana, Emaar** and **Majid Al Futtaim** - were joined by representatives from other companies such as **Emirates Flight Catering, AccorHotels, ADNHC Compass, IHG, Hyatt** and **NCC** who also added their name.



His Excellency Dr. Thani Ahmed Al Zeyoudi, the Minister of Climate Change and Environment - The United Arab Emirates

Click [here](#) to learn more about the pledge and find out how you can join the movement

[Pledge now](#)

# Lamb Ouzi Sarates

*by the Chef de Cuisine at Armani Hotel Dubai*

This dish from Adil Mabchour, Chef de Cuisine at Armani Hotel Dubai, uses leftover Ouzi lamb. The rice-based dish is popular in the Arab states and is frequently seen on buffets across the region. Chef Mabchour has created a delicious hot starter from the leftovers and is enjoyed by guests at the Armani Hotel.

Preparation: **10 min**

Cook: **15 min**

Served best: **Hot appetizer/starter**

## Method

- Marinate the oriental rice with cumin, olive oil and lamb sauce
- Shred the Ouzi lamb into small strips
- Combine the lamb with the rice and add some raisins and pine seeds
- Wrap the mixture in spring roll sheets in a bowl shape
- Apply butter to the sheets and roast it in the oven for 15 minutes at 180c
- Serve it hot with mint yoghurt sauce



# About Winnow

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We believe that chefs deserve the information in an easily accessible way to make their kitchens more productive, freeing up time to focus on being creative with food. Our pioneering smart meter helps chefs cut their food waste in half, dramatically improving their profitability.

We believe that what gets measured gets managed, and by using technology and information intelligently, kitchens can be made more efficient.

We believe that it is all of our responsibility to make the most from our food.

Our team at Winnow have worked with hundreds of kitchens – we have learned a lot on the journey so far. We understand that achieving and improving profitability in a professional kitchen can be a challenge.

We will work with you every step of the way.



*"Food is too valuable to waste, and technology can help us change the way we make food"*

Marc Zornes  
Co-founder, Winnow

## FIND OUT MORE

By telling us a bit about your business we can give you a detailed estimate of how much your operations could save using our Winnow System to cut food waste:

[Request Demo](#)

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



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





# We would love to hear from you!

We'd love to hear your tips and tricks about how you manage your kitchen and reduce your costs. If you've got any other great ideas not listed here please get in touch to continue the conversation:





[www.winnowsolutions.com](http://www.winnowsolutions.com)