

Press Release

The World Sustainable Hospitality Alliance Announces World-Leading Tech Brand Specialising in the Reduction of Food Waste to its Network



London, 18th June 2024; The innovative technology company behind AI-driven food waste reduction solutions, [Winnow](#) is announced by the [World Sustainable Hospitality Alliance \(the Alliance\)](#) as an affiliate member.

The Alliance, which is a powerful coalition of nearly 50 united members who collectively tackle pressing challenges affecting our planet, people, and places on a global scale, is thrilled to secure the world-leading AI-driven food waste solution to its global portfolio of hospitality members.

Winnow's innovative AI solutions have been widely adopted by leading hospitality brands such as Hilton, Marriott, IHG, Accor, Compass Group, ISS, and Iberostar. The company recently secured series C funding which will enable the organisation to continue building its technology, making Winnow's AI faster and smarter whilst expanding its global reach.

Winnow's technology harnesses the power of computer vision to identify wasted food items in real-time. Winnow's analytics tools then help teams pinpoint waste areas giving them insights to make operational improvements and cut waste in half. Typically a

commercial kitchen wastes 5%-15% of the food it buys (source: Winnow analysis of over 1,000 kitchens worldwide).

A kitchen using Winnow would therefore expect to cut food purchasing costs by 2%-8% - a material saving given fluctuating inflation and margin pressures on operators. Winnow is viewed as the number one solution provider in this space with operations in 80+ countries over 2700 locations.

Winnow's AI-driven food waste solutions have demonstrated significant success in reducing waste and costs for clients. Partners of Winnow are saving \$70 million in food costs each year and preventing 50 million meals from entering landfill.

Glenn Mandziuk, Chief Executive Officer of the World Sustainable Hospitality Alliance, comments on the addition of Winnow to the Alliance's network: *"Food waste is a major global issue for our industry. WWF estimates that up to 10% of global greenhouse gas emissions can be attributed to food loss and waste, with Winnow estimating that in excess of \$100bn worth of food is wasted each year in the hospitality sector alone. Having Winnow on board at the Alliance significantly strengthens our ability to tackle this major issue that will only become more problematic if not addressed now."*

Marc Zornes, CEO and co-founder of Winnow says; *"Joining the World Sustainable Hospitality Alliance is a significant milestone for Winnow. Our mission has always been to tackle food waste on a global scale, and being part of this powerful coalition will enable us to amplify our impact. Together with the Alliance's network, we can drive even greater change, helping the hospitality industry become more sustainable and resilient. We are excited to collaborate with like-minded leaders to build a future where food is valued and not wasted."*

For further information about the work of the World Sustainable Hospitality Alliance, please visit <https://sustainablehospitalityalliance.org>

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Notes for Editors

For media enquiries, please contact:

- press@sustainablehospitalityalliance.org.

About the World Sustainable Hospitality Alliance

The World Sustainable Hospitality Alliance brings together engaged hospitality companies and the wider hospitality value chain, along with strategic partners, to address key challenges affecting the planet, people and places around the world.

Through their strategic initiatives and global networks, they develop practical programmes and resources to create a prosperous and responsible hospitality sector that gives back to the destination more than it takes.

Their members represent over 55,000 hotels spanning 300 brands – totalling over 7 million rooms – and include world-leading companies including Accor, Choice Hotels International, Hilton, IHG Hotels & Resorts, Marriott International, and Wyndham Hotels & Resorts, as well as regional brands. Their network, which includes over 50 partners, also includes other parts of the hospitality value chain, including owners, investors, suppliers, and other partners to further drive joined up action on sustainability, and accelerate the industry on the path to Net Positive Hospitality.

About Winnow

Winnow builds artificial intelligence tools to help chefs run more profitable and sustainable kitchens by cutting food waste in half. Launched in a single staff restaurant in 2013, Winnow is now used in more than 2,700 locations globally. Winnow is a registered B Corporation operating in 85 countries with offices in Chicago, London, Dubai, Singapore, and Cluj-Napoca. Collectively, Winnow users are saving \$70m annually, the equivalent of 50m meals a year from being wasted. For more information, visit www.winnowsolutions.com.