



## Press Release

### **Fresh On Table and World Sustainable Hospitality Alliance Announce Strategic Partnership to Drive Industry-Wide Food Systems Change**

**London, 24<sup>th</sup> October 2024**— Fresh On Table, a leader in promoting local agriculture and sustainable food systems, has joined forces with the World Sustainable Hospitality Alliance (the Alliance) to create a strategic partnership aimed at advancing sustainability across the global hospitality sector. This collaboration is set to leverage the strengths of both organisations to accelerate sustainable transformation within the industry, with a concentrated effort on reducing environmental impact, enhancing food security, and promoting a circular economy.

The partnership will focus on several key areas of collaboration, including the amplification of sustainability initiatives within hospitality through targeted projects and initiatives that drive meaningful change. Fresh On Table and the Alliance will facilitate knowledge exchange activities designed to enhance operational efficiencies and align strategic sustainability priorities across the sector. Additionally, they will work together on joint project development aimed at addressing common challenges and fostering long-term environmental responsibility. Through co-leading innovative research programs, the partnership will also create tools and metrics to measure sustainability performance, further enhancing service delivery in the hospitality field. Notably, Fresh On Table will be recognised as an Accelerator within the Alliance, establishing its sustainable food model as a benchmark for best practices throughout Europe and beyond.

The Alliance is a coalition of hospitality companies and strategic partners dedicated to driving innovative solutions for a responsible and sustainable hospitality sector, encompassing over 55,000 hotels across 300 brands and more than 100 members and partners. As **Glenn Mandziuk, CEO of the Alliance**, expressed, *“We are pleased to welcome Fresh On Table to the Alliance as we collaborate to help accelerate our industry towards Net Positive Hospitality. This partnership aims to address key environmental and social challenges by integrating innovative solutions and fostering best practices within the industry. Driving knowledge sharing is essential to achieving our vision of giving back more than we take.”*

**Atul Chopra, Founder & CEO of Fresh On Table**, added, *“We are proud to partner with the World Sustainable Hospitality Alliance to further our shared vision of creating a sustainable future for the hospitality industry. This partnership will not only strengthen our efforts to promote local food systems but also contribute to global food security and the reduction of carbon footprint.”*



This partnership represents a pivotal step forward in achieving broader sustainability goals within the hospitality industry, reinforcing the commitment of both organisations to environmental stewardship and social responsibility.

For more information about the World Sustainable Hospitality Alliance and its initiatives, please visit [World Sustainable Hospitality Alliance](<https://sustainablehospitalityalliance.org>).

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## **Notes for Editors**

**For media enquiries, please contact:**

- [press@sustainablehospitalityalliance.org](mailto: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 100 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 Fresh on Table**

Fresh On Table is a pioneering AgriTech platform dedicated to promoting local farms and sustainability while addressing food security challenges. Our mission is to minimize carbon footprints by ensuring that production and consumption sources remain in close proximity. By acting as a catalyst in the UAE's market, we connect local farms with the HORECA industry, facilitating the sourcing of fresh, locally grown ingredients and delivering them directly from farm to table.



We provide transparency through trackable QR codes that allow customers to trace the journey of their sourced ingredients—from harvest to delivery—while also showcasing the carbon miles saved with each order.

Operating on a "Harvest on Demand" model, we ensure that all ingredients are harvested according to our partners' needs, guaranteeing freshness without the need for storage. At Fresh On Table, we pride ourselves on our commitment to transparency. Through our platform, we aim to empower our HORECA partners to make environmentally conscious choices while supporting local agriculture.