# Introducing Winnow

Productive. Profitable. Sustainable.

August 2023

# Global leaders are rapidly deploying our solutions

**>2,000**
locations

**67**
live countries

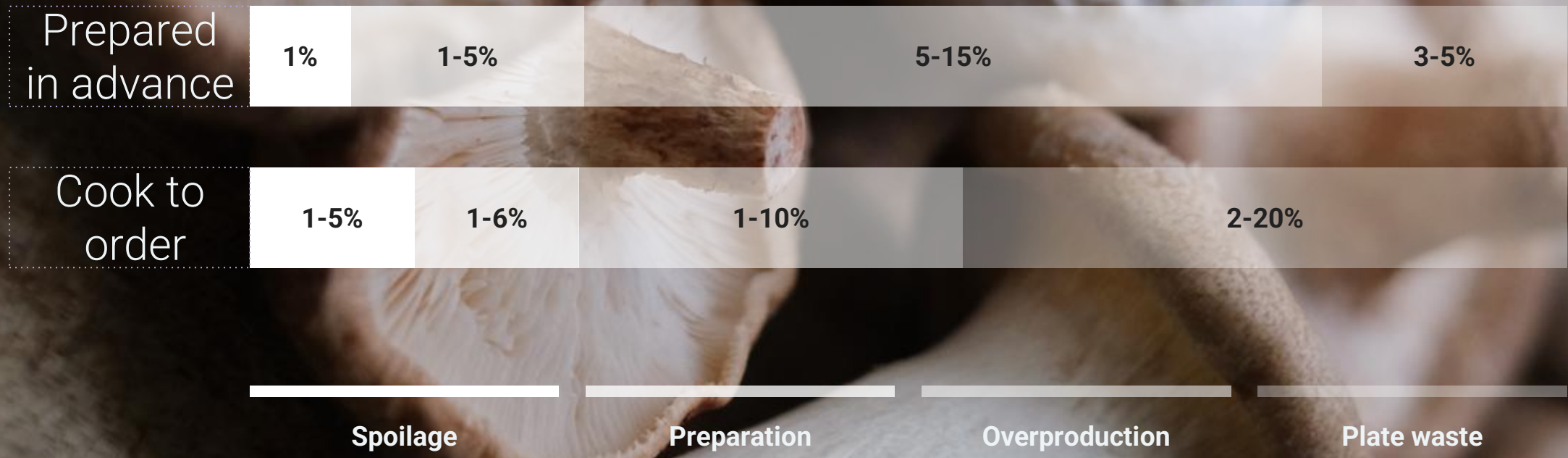
**36m meals**
saved per year - 2.5x more than our competition

**2x-10x**
food cost savings vs Winnow fees

**61,000**
tons of CO2e avoided annually

IKEA ACCOR ISS COMPASS GROUP Marriott IHG HOTELS & RESORTS Sands Wynn RESORTS Hilton HOTELS & RESORTS Carnival IBEROSTAR

# In kitchens 5%-15% of the food you buy is wasted



# Transform

## harness the power of AI to enable effective food management

### Pre-consumer waste

Winnow Transform provides AI-enabled food waste tracking powered by Winnow Vision. It saves your team time and improves data accuracy.

### Benefits to operators:

- Food item predictions, powered by AI
- Access to food waste photos
- Maximize food cost savings with regular coaching sessions
- Simple to use; almost no training for new staff required
- Benchmark across sites
- Reduce environmental impact

# Our technology is designed to halve your food waste

1. Trimming Yields
2. Overproduction
3. Spoiled Food
4. Cooking Errors
5. Plate Waste
6. Supplier Quality

What we see in the bin

Pepper

Asparagus

Salmon

# Winnow Sense
# Product offering

Winnow Sense helps you automatically capture and draw insights from plate waste data and images, giving your team greater visibility and control.

Benefits to operators

- Touchless data capture
- Food cost reduction
- Gather valuable customer insight
- Benchmark across sites
- Reduce environmental impact
- Help your customers make more sustainable decisions

# Plate waste audit - Baseline process

The Sense Audit provides valuable insights into the content and cost of plate waste in your business. This enables you to make operational and menu changes to reduce it.

The audit is run during your baseline and annually after, and helps to:

1. **Identify food cost reduction opportunities**
   View waste insights by food group categories from a 24 hour period (Figure 1)

2. **Make operational and menu changes** with recommendations from our plate waste analysts

3. **Gain more accurate costings**
   Identify a more precise cost per kg of plate waste and update each year based on the findings

4. **Understand** what proportion of your plate waste is unavoidable (e.g. bones & shells, fruit peelings)

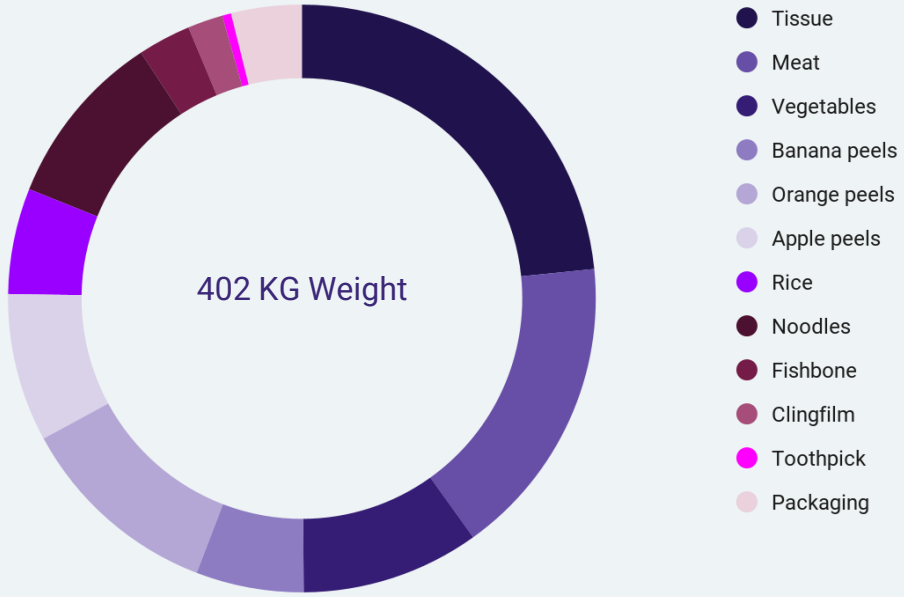



***Figure 1***
Example of Sense Audit food group categories insights

# Example insight
# Reduction opportunity in meat waste

**High value and volume of meat waste**

- Meat waste represented the second highest category of waste: **7.5% of total**
- Weight totals nearly **30 kg of waste within a 24hr period**
- Meat waste is both high in value and environmental impact, for example, the 30 KG of meat wasted here equates to approx **450 CO2e**

Review meat portion sizes or sequence of serving (e.g. when plates are empty vs full)

Change menu offering to serve boneless meat and poultry dishes and use the bones to make stock

Meat sources

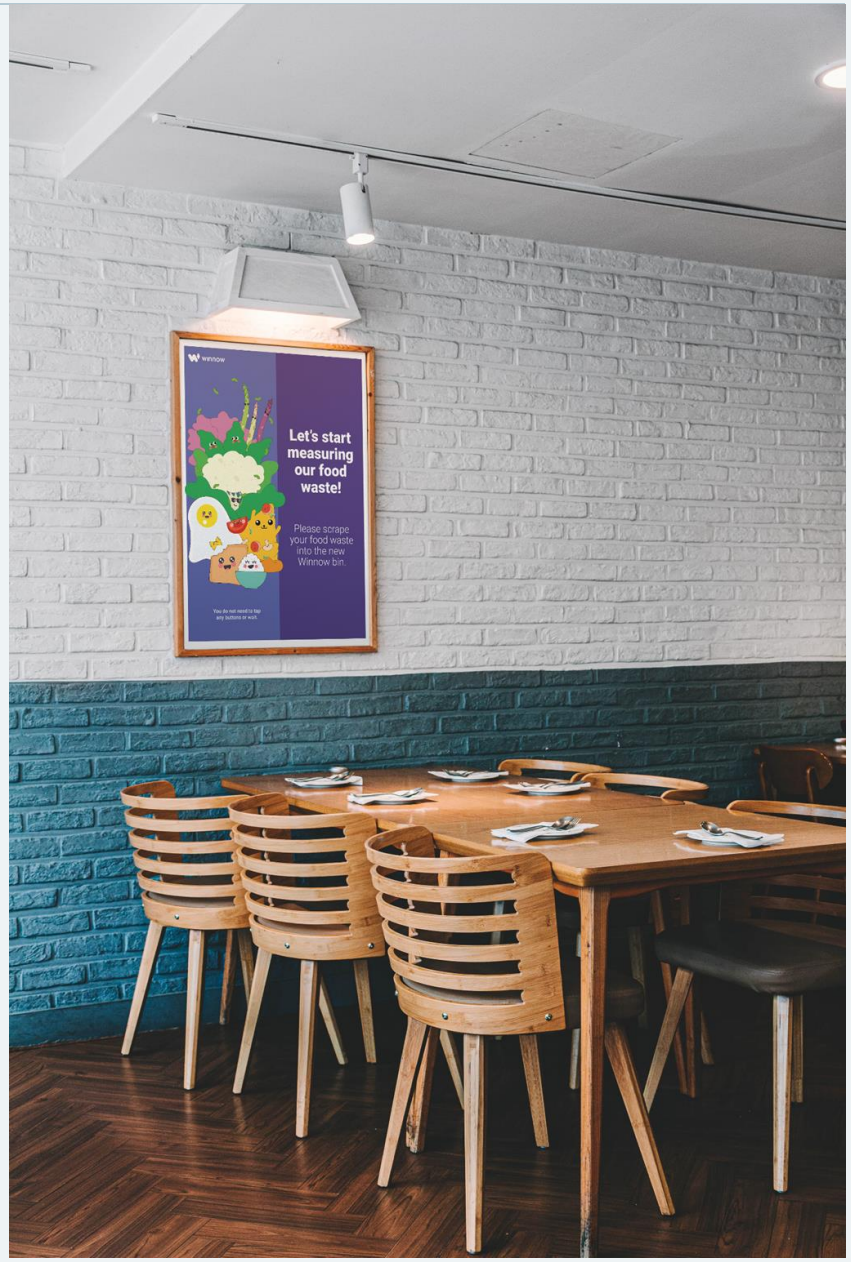
# Behavioral change
# Your communications toolkit

We also additionally offer a 12 week Communications Journey - developed with London School of Economics Behavioral Science Team.

Suitable for front-of-house locations, the journey is based on insights to better engage with your customers to maximize plate waste reduction.

**Key insight from LSE study**

Emotion led food imagery drives consumers to more sustainable food choices.




Drive reductions with six custom posters over a 12-week campaign

# Behavioral change
# Your communications toolkit

Customer benefits

### Engage with diners

Tailored posters connect you with your consumers

### Monitor progress

Share success & refine approach over time

### Simple to launch

Posters available to download in print & digital formats

Drive reductions with six custom posters over a 12-week campaign

# Through data & insights we change behaviors at kitchen level

## Daily

Reports help chefs to focus on most costly areas of waste

## Weekly

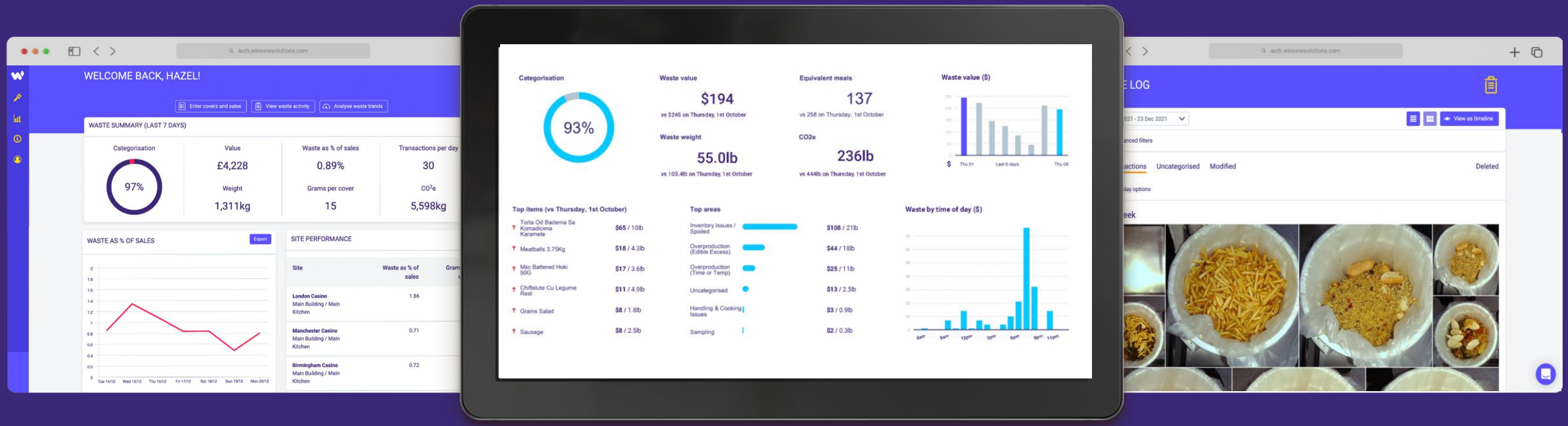
Reports help site managers review trends and track reductions

## Cross-site

Reports help compare performance & create benchmarks

## Custom

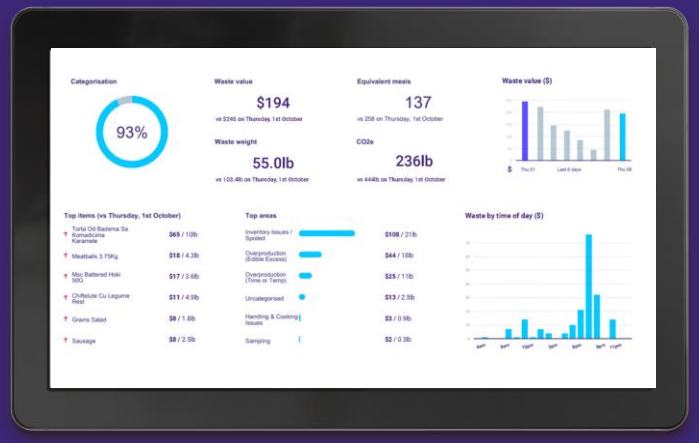
Reports are tailored to best fit your business needs



# Our reporting and analytics suite provides the insights to drive reductions

## Email reporting

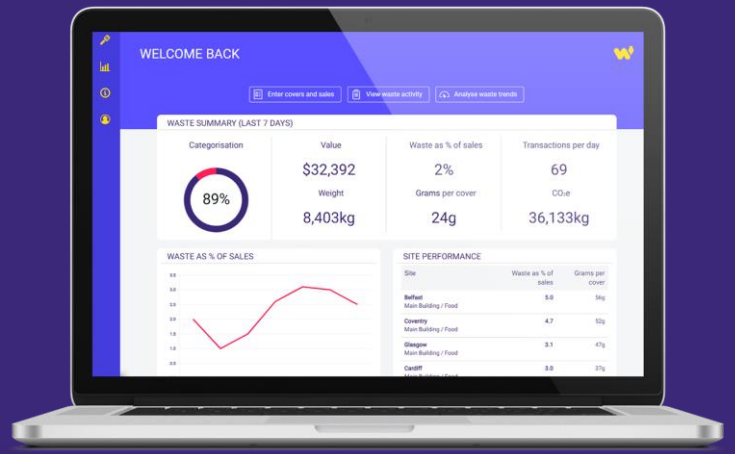
- Daily reporting for Chefs
- Weekly reporting for Managers
- Cross-site reporting for benchmarking
- Custom reporting to suit your needs




## Reporting dashboard Winnow Hub

Designed to give you visibility and control across a portfolio of sites

- Zoom into individual sites or filter views for brands, regions or groups
- Access food waste image timeline to identify yield opportunities
- Track your progress against your corporate food waste reduction target
- Visualise data with customisable dashboards



# We do this through targeting your insights to your operations

## Overproduction & Spoilage

Reduce spoilage and optimize production or mise en place.

Savings:
1-8% reduction in food costs.

## Yield management

Target trimmings and provide valuable training insights.

Savings:
1- 2.5% reduction in food costs.

## Menu engineering

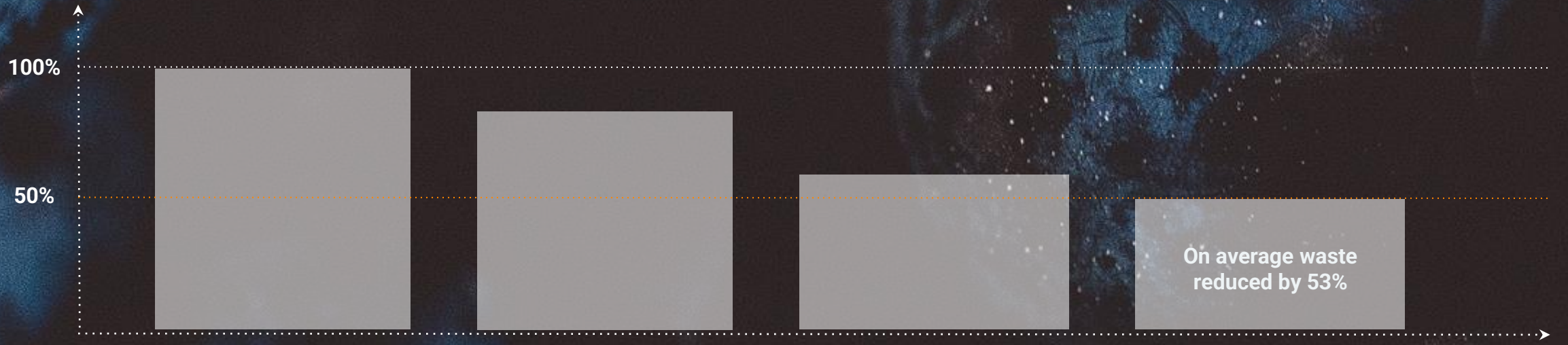
Visibility into customer preferences and portion sizing

Savings:
0.5 - 1% reduction in food costs.

pre-consumer focus area

post-consumer focus area

# Resulting in up to 50% food waste reduction




Baseline

Using Winnow we benchmark the waste levels in each kitchen

Stage 1

**Quick wins**
Gain understanding of waste levels

Stage 2

**Behavioral change**
Use data to make changes. Focus on specific areas to further reduce

Stage 3

**Maintenance**
Maintain low food waste through efficient data led operations

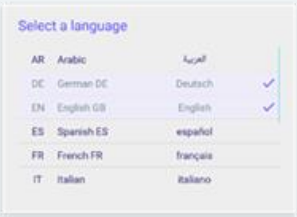
# Why our clients choose Winnow

## Powerful analytics and market leading AI performance

### AI from day one
Winnow AI predicts the food waste item as soon as the system is installed and in use.

### Reporting in real time
The reporting and access to data and insights is available right on the tablet. Chefs don't have to wait until the next day to receive reports if they want to check on performance after a meal service.

### Multilingual options
Winnow's app and reporting is available in over 20 languages.




### Rapid recording
Chefs throw food in the usual way. There is no wait-time to record a food waste transactions. Users receive the result confirmation in seconds.

### Connected systems
Our systems can be remotely monitored. Software updates and improvements are seamlessly loaded as we continually improve features and user experience.

## Tried and trusted hardware

### Reliable
Winnow has no moving parts which we believe improves long term hardware reliability.

### Clean and hygienic
Because food waste does not touch our system, there are no after meal service hygiene cleaning requirements to be HACCP compliant.

Winnow is placed in a fixed position in each kitchen. The team always knows where the tablet and bin are located. This repeatability every day, our experience finds, actually improves productivity and food waste recording compliance over time.

winnow