

Focus On

Sustainability in the Foodservice Sector

Bar & Kitchen

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70% of Brits want restaurants to be more sustainable and almost a third would pay more to eat at a sustainable restaurant.¹

¹Belu and WaterAid

94% of hospitality professionals say living a sustainable lifestyle is important to them.²

²CGA, Food Insights 23, 2023

The UK's hospitality and foodservice sector throws away 1.1 million tonnes of food each year, 75% of this is avoidable.³

³WRAP

NESCAFÉ

Welcome to the first edition of Bar and Kitchen Focus On, where we take an in-depth look at key topics impacting the foodservice industry. Our aim is to equip you with the latest market insights and practical tips to help your outlet thrive.

In this issue, we spotlight **sustainability**—a topic that’s becoming increasingly important to both businesses and customers. As the world becomes increasingly aware of environmental issues and more customers than ever want to eat sustainably, the foodservice sector faces an opportunity to lead the charge towards a more sustainable future. From local cafes to large-scale restaurants and catering services, the industry’s choices significantly impact our planet.

Inside, you’ll discover practical tools and valuable insights to minimize food waste in your business, effectively communicate your efforts to customers, and educate your staff. These changes are not only beneficial for the environment but also provide economic benefits through cost reduction, customer loyalty, and long-term operational resilience.

Kind Regards,

Katie Hinchliffe & Phil Dawson
OOH Team



www.barandkitchenmagazine.com

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Insights



32% choose a place to eat because of its Ethics.¹



37% of UK adults would stop using a restaurant, pub or café if they thought it was wasting energy – up nearly 10% from 2023.¹



81% of the UK care about the climate crisis.²

Sources

- 1 2024 Footprint Sustainability Index
- 2 WRAP, 2020, UK Trends Survey



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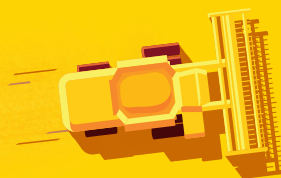
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*Nielsen 52 w/e 10.06.23 - Total Coverage. **Farm office situated within 50 miles of Weetabix Mills.



Here are the top ways foodservice businesses in the UK can be more sustainable:

1. Reduce Food Waste

- **Portion Control:** Serve appropriate portion sizes to minimize leftovers.
- **Menu Planning:** Create menus that use ingredients across multiple dishes to reduce the likelihood of unused items.
- **Composting:** Use food scraps for compost or partner with local farms for food waste collection.
- **Partner with food waste apps:** such as Too Good To Go to sell surplus food at a discount, reducing landfill waste while reaching eco-conscious consumers.
- **Redistribute Leftovers:** Collaborate with food charities such as FareShare to donate surplus food to those in need.

See page 7 for more advice on reducing food waste.

2. Source Locally and Seasonally

- **Local Supply Chains:** The UK has a strong local food network, so partnering with local farms and suppliers can help reduce carbon emissions from transportation.
- **Seasonal Menus:** Create menus that focus on UK-grown, seasonal ingredients to cut down on imports, support local agriculture, and reduce your carbon footprint

44% of UK adults would choose a venue whose signage displays a commitment to reducing CO2 over one that doesn't.

3. Sustainable Sourcing

- **Red Tractor Certified:** Source meat, dairy, and produce that meet the Red Tractor standards for food safety, environmental protection, and animal welfare.
- **Sustainable Seafood:** Use seafood that is certified by the Marine Stewardship Council (MSC), or the Aquaculture Stewardship Council (ASC) for farmed fish.
- **Organic and Fair-Trade:** Include Organic or Fairtrade certified ingredients to ensure ethical and sustainable production methods.

4. Minimise Single-Use Plastics

- **Government Regulations:** Stay ahead of the UK's single-use plastics ban by eliminating plastic straws, cutlery, and stirrers, and switching to biodegradable or reusable alternatives.
- **Plastic-Free Initiatives:** Join schemes like Plastic Free Pledge to demonstrate your commitment to reducing plastic waste.

5. Energy Efficiency

- **Energy-Efficient Equipment:** Use appliances rated A++ or higher for energy efficiency, as recommended by the Carbon Trust. Consider installing smart meters to monitor and reduce energy consumption.
- **Switch to Renewable Energy**
- **Defrost your freezer regularly** so it runs efficiently.



6. Water Conservation

- Change to easy-clean glassware for optimised dishwasher use.
- Rainwater Harvesting: Some UK restaurants are adopting rainwater harvesting systems for non-potable uses like cleaning or watering outdoor plants

7. Plant-Based Menu Options

- Cater to Flexitarians: The UK's plant-based movement is growing, so adding vegetarian and vegan options can appeal to health-conscious and eco-minded customers while reducing your outlet's carbon footprint.

See page 10 for more information on meat reduction.

8. Green Certifications and Standards

- Demonstrate your commitment to sustainability and ethical business practices by achieving a sustainability certification. Some popular options include Green Restaurant Association (GRA) Certification, B Corporation Certification or Soil Association Organic Certification.

9. Use Eco-Friendly Cleaning Products

- Biodegradable Cleaners: Use UK-available Ecolabel or DEFRA-approved biodegradable cleaning products to reduce environmental impact and comply with stringent UK regulations.

10. Community Engagement and Education

- Clearly communicate your sustainability efforts to customers via signage, social media, and on menus, educating them on the importance of supporting sustainable practices.

See page 11 for tips to keep your customers in the loop.

By adopting these strategies, UK foodservice businesses can reduce their environmental impact while aligning with both local regulations and consumer expectations.



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Reducing Food Waste



Making significant steps to reduce waste is an easy way to improve sustainability and attract potential customers. This is important for the food and drink industry as consumers are becoming more eco-conscious and looking to dine at places that align with their ethics.

Research shows 70% of Brits want restaurants to be more sustainable and almost a third would pay more to eat at a sustainable restaurant.

Source: Belu and WaterAid

31% of adults would choose a place to eat because it is tackling food and plastic waste.

Source: Footprint Sustainability Index 2024)

Every year, food waste costs the UK hospitality and foodservice industry £3.2 billion.

Source: WRAP



Follow these simple steps to help reduce your waste:

- Go paperless with QR codes on tables and email receipts
- Grill, poach, steam or bake where you can to cut fried food oil waste
- Put condiment bottles on tables to avoid unrecyclable sachets
- Check food storage conditions are the right temperature
- Regularly review inventory and demand to avoid overordering
- Follow the First in First out (FIFO) method for food and ingredients
- Use washable, reusable cloth napkins and tablecloths



Sources

- 1 2024 Footprint Sustainability Index
- 2 WRAP, 2020, UK Trends Survey

How to Monitor Food Waste



Tracking



The cheap and easy way is to set up a spreadsheet and record daily weights of food waste, cardboard, glass and other rubbish streams. This helps identify days when waste increases or decreases, spikes for certain waste types, and shows any areas to focus on.

Ticketing



The cheap and easy way is to set up a spreadsheet and record daily weights of food waste, cardboard, glass and other rubbish streams. This helps identify days when waste increases or decreases, spikes for certain waste types, and shows any areas to focus on.

Technology



There's plenty of software available that provides automated food waste monitoring. They offer insights, which should make tracking food and drink waste seamless for bars and kitchens. They've all got different features and costs, so it's worth looking around and comparing to see which suit your company best.

Drinks



Serving more drinks on draught (both alcoholic and soft) saves significantly on glass, plastic and metal can waste. Drinks glasses are washed and reused numerous times, unlike cans, plastic or glass bottles which are used once then sent for recycling.

Menus



Adapting the menu can encourage you to get creative with waste. Cafes, restaurant and pubs with surplus of a specific ingredient close to its use-by date can introduce a limited time special that makes the most of it. For vegetables this is often seen with the changing soup of the day.

Bins



Having separate food waste bins for kitchen and plate waste helps highlight where most waste food is produced. Use this information to change kitchen processes if that's where lots of produce is wasted or reassess your menu and portion sizes if too much food is wasted by diners.



Sam Taylor,
Former Head Chef at The Angel Inn in
Wangford, Suffolk

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<https://barandkitchenmagazine.com/magazine/expertise/why-we-buy-local-and-how-you-can-waste-less/>



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Hellmann's believes that food is too good to waste, so we've teamed up with Guardians of Grub to empower the hospitality and food service sector to reduce food waste.



**SCAN HERE FOR MORE
DETAILS, TIPS AND
MENU PLANNING IDEAS**



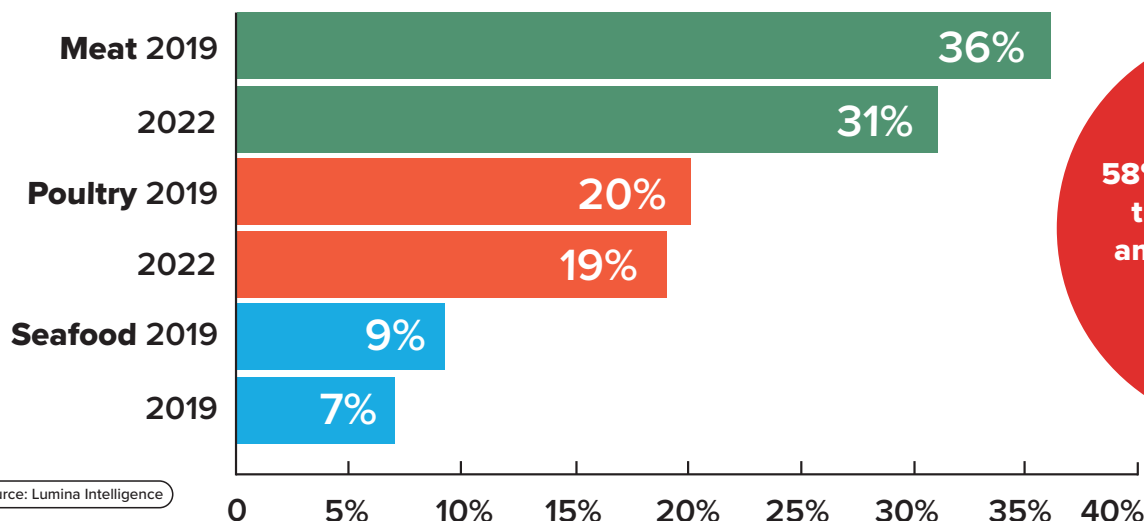
1. UK Nielsen and Kantar Retail Grocery Value sales MAT 16/10/2022



Declining meat on menus

Proportion of dishes in the pubs and the bars market containing meat, autumn/winter 2019 vs autumn/winter 2022

Autumn/winter 2019 vs autumn/winter 2022



Source: Lumina Intelligence

58% of UK adults have tried to reduce the amount of meat they eat

Here are 5 strategies that you can implement to reduce meat and increase sustainability:

1. Offer Plant-Based Menu Options

Showcase a variety of plant-based proteins such as beans, lentils, tofu and tempeh. This can reduce reliance on meat and highlight exciting alternatives.

Incorporate meat substitutes: Use products like plant-based burgers, sausages, and other meat-free products. These appeal to customers who still want the texture and flavour of meat but prefer a plant-based option.

2. Feature vegetables as the star:

Design dishes where vegetables are central. Roasted or grilled vegetables, hearty salads, and grain bowls with vibrant, seasonal ingredients can make vegetarian dishes more appealing.

3. Reduce Portion Sizes:

Offer smaller portions of meat or mixed dishes where meat is one component, rather than the main attraction. This can subtly reduce meat consumption while still satisfying customers.

4. Promote Sustainable Meat:

Choose to buy from farms practicing regenerative or sustainable agriculture. Look for certifications such as organic, grass-fed, or humanely raised meat.

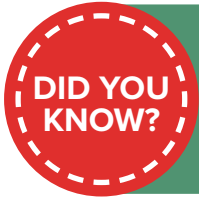
5. Introduce a meat free day

Where the menu is entirely plant-based on certain days of the week. Promote these days to engage customers in sustainability initiatives. You could offer discounts or promotions on plant-based dishes during these days to encourage participation

Tell your customers



If you're working hard to be more sustainable, make sure your customers know to attract them into your venue.



47% of UK adults use social media to check restaurant's and venues' eco-credentials

Source: Footprint Sustainability Index 2024

Follow these tips to keep them in the loop:

- Share stories about your sustainability efforts on social platforms. Post visits with local farms where you source ingredients. Highlight new, innovative plant-based dishes to showcase your commitment to a greener future.
- Dedicate a section of your website to explaining your sustainability efforts. Let your diners see how they're helping reduce your carbon footprint by supporting your restaurant.
- Clearly label dishes that use plant-based ingredients or sustainably sourced meat. This can draw the attention of eco-conscious diners
- Share information about where your ingredients come from, especially if they're organic, fair-trade, or sustainably farmed. This helps diners understand the positive impact of their choices.
- Include a carbon footprint rating next to certain dishes to show their environmental impact compared to other options.
- Create incentives for customers who choose sustainable menu items, Reward them with discounts or small perks for making eco-friendly choices.
- Give sustainability certification pride of place.



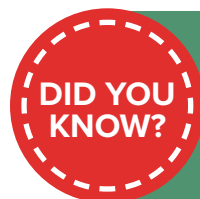
Reduce



Reuse



Recycle



Making positive changes also helps to attract eco-conscious talent, improve staff satisfaction and retention.



Try these ways to engage employees in your sustainability efforts:

- Have easy-to-access recycling bins and clear signage
- Involve them in decision-making with a committee of 'green champions'
- Track and share progress, for example the amount of plastic you have recycled each month.

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WAY THAT IS BETTER FOR THEM AND
BETTER FOR THE LAND BY 2025.**



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