

# See how an IKEA store in Hungary has saved more than 9,500 meals in less than 6 months



Estimated annual savings

**€55,367**



Number of meals saved

**9,580**



Estimated CO2 savings

**18 Tonnes**

Operating in 49 countries, IKEA is a global destination store for home furnishing, appliances, home accessories, kitchen products, and delicious food. With around 660 million people enjoying the IKEA food offer every year, the brand has a unique opportunity to reach the masses with its food offering. It serves tasty and affordable meals in its restaurants, bistros, and food markets.

Since December 2016 IKEA has been working with its Food is Precious program, which aims to halve food waste in its restaurants before the end of August 2020. To achieve this, IKEA has chosen Winnow as one of the two key partners.

Using our smart scale, the group can understand the source of its food waste, measure it, and therefore reduce it.

## IKEA has deployed the cutting-edge technology in 93 of the 130 stores and plans to raise the number to 200 within two years.

In June 2017, IKEA installed Winnow in its Budaörs store in Budapest, Hungary to help the team measure, manage and reduce food waste.

With the help of the Winnow system we can identify the most wasted products or dishes, why this is happening, and at what time of the day waste is occurring. Also, Winnow tells us the exact amount and the value of what is being wasted.

**Krisztina Santa**  
Food Manager  
IKEA Budapest Hungary



## Reaping the benefits

In just five months, the team has already saved over 9,500 meals. The Budapest store has also avoided 18,500 tonnes of CO2 from being released. It is the equivalent of 3,600 passenger cars driven for a year.

To reduce food waste, the team has been using Winnow's technology to identify the most wasted products or dishes, why this is happening, and at what time of the day waste is occurring.

Based on this information, they have been able to adjust production volume daily, cooking the right amount of food. Also, the team has been having regular conversations with their suppliers to ensure high-quality ingredients at all times, and avoid wastage due to damaged produce.

The impact Winnow has delivered at the Budapest store demonstrates the potential both for IKEA more broadly and for the hospitality industry as a whole.

## Top tips for reducing food waste

**1.** Hold daily meetings to analyze the Winnow report and identify the most wasted dishes. Focus on adjusting the production volume to find the right balance and cook the necessary amount of food.

**3.** Control your stock, and don't order too much food. Purchase ingredients according to anticipated production quantities.

**2.** Have regular meetings with food suppliers to ensure high-quality ingredients, and avoid wastage due to damaged products.

**4.** Build food waste awareness into staff training.

## About Winnow

Winnow develops Artificial Intelligence (AI) tools to help chefs in large businesses like hotels, contract caterers, casinos, and cruise ships to run more profitable, and sustainable kitchens by cutting food waste in half.

Measuring food waste is a challenge for all commercial kitchens with up to 20% of all food purchased going to waste.

Winnow offers a solution for every kitchen.

Our analytics platform and reporting suite helps teams pinpoint waste quickly, allowing enterprises to drive significant waste reductions at scale.

Kitchens that use Winnow cut food waste by half on average, driving food purchasing costs down by 3%-8%, improving margins whilst doing the right thing.

Winnow is deployed in over 45 countries with offices in London, Dubai, Singapore, Cluj, and Chicago.

