



# Helping the NI Hospitality & Food Sector to Rise Up Against Food Waste

[guardiansofgrub.com](http://guardiansofgrub.com) #GuardiansOfGrub



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# About me:

- Over 21 years experience in the environmental, communications & behavioural change sector
- Delivered local, national and European sustainability campaigns.
- Worked across 9 NI business support programmes, including the sustainability pillar for TNI's kickstart programme
- Expert consultant for the Department for the Economy's Energy Strategy
- Consultant delivering SE region business support needs analysis for sustainable, low carbon economy
- Founder & Chair of All-Ireland Sustainability Network and events



# VISION

**Our vision is a thriving world in which climate change is no longer a problem**

# MISSION

**Our mission is to make the world a more sustainable place. We bring people together, we act on the facts, and we drive change**

# PURPOSE

**Our core purpose is to help you tackle climate change and protect our planet by changing the way things are produced, consumed and disposed of**



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Wrap are focused on **three key areas of impact** and have citizen behaviour change interventions across all three

1

## Plastics & Resource Management

Industry facing



Citizen facing



2

## Food & Drink



Target Measure Act



3

## Textile

s





# Delivering Change

## Why repairing our global food system matters



tonnes of food is wasted

**70%**



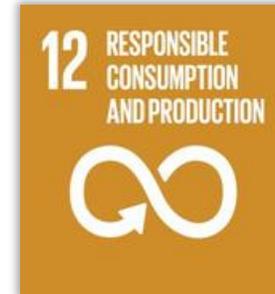
global freshwater is used for agriculture

**30%**



GHG created by food production

WRAP's work contributes to delivery of the UN's Sustainable Development Goals



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# Take a stand against wasted food

Anyone within the HaFS can all be Guardians of Grub and help make wasted food a thing of the past. Using Guardians of Grub tools will help to:

- Protect business profitability
- Protect the planet
- Feed people not bins

This presentation will explain **why we should care** about wasted food, **what we can do** to tackle it, **how this helps** to work towards our carbon reduction targets, and the **how the Guardians of Grub resources can help**.





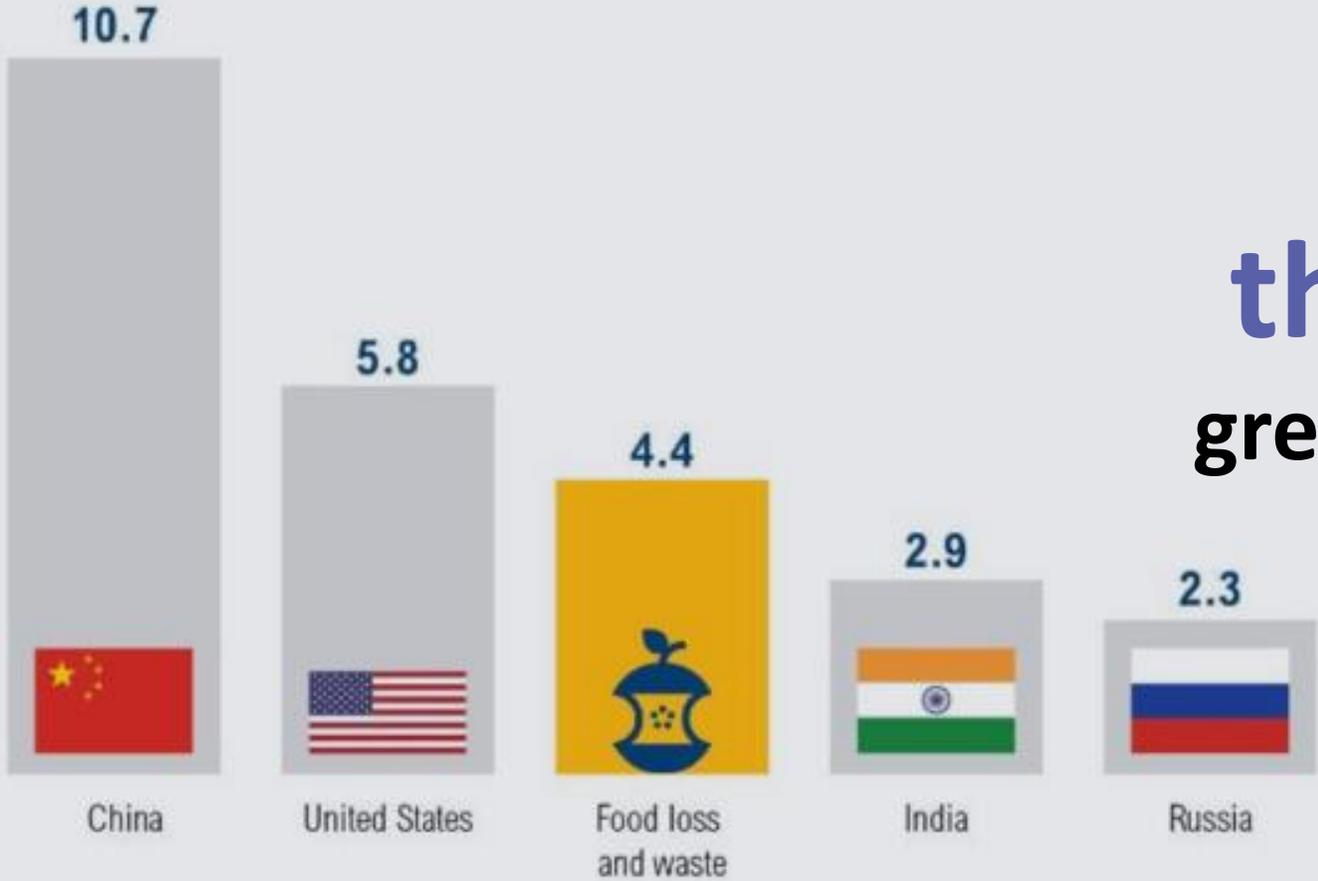
For every  
**2 tonnes**  
of food we eat, another  
**tonne**  
is wasted

Unless otherwise credited, stats provided by WRAP



# If food loss and waste were a country...

...it would be   
**the 3rd largest**  
**greenhouse gas emitter**



GT CO<sub>2</sub>E (2011/12)\*

Source: CAIT, 2015; FAO, 2015. Food wastage footprint & climate change. Rome: FAO.





The UK's hospitality and food service sector throws away

**1.1 million tonnes**

of food each year,

**75%** of this is avoidable



Every year, food waste  
costs this industry  
**£3.2 billion**



Figure for UK hospitality and foodservice



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the resulting average cost to  
local businesses could be as  
much as

£10,000 each,  
per year





**1kg of food waste  
is equivalent to  
throwing away over  
3kg of CO<sub>2</sub>e**

Stat provided by WRAP 2019



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# 75% of potatoes are lost throughout the food journey...

36

potatoes are thrown away before they reach the hotel

44

potatoes are thrown away at the hotel



# How much food waste costs per plate / cover

WHY DOES IT MATTER?

Type of food service outlet	Average cost of avoidable food waste per cover	Cost per year (£)		
		500 covers per week	1000 covers per week	1500 covers per week
Restaurants	£0.97	25,220	50,440	75,660
Hotels	£0.52	13,520	27,040	40,560
Leisure	£0.46	11,960	23,360	35,880
Services	£0.43	11,180	22,360	33,540
Pubs	£0.41	10,660	21,320	31,980
Healthcare	£0.22	5,720	11,440	17,160
Education	£0.22	5,720	11,440	17,160
Quick Service Restaurants	£0.14	3,640	7,280	10,920



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# It's important to our customers



**81%** of the UK population care about the climate crisis\*

**32%** see a link between food waste and the environment\*

After food safety, **57%** of people believe food waste is the next most important issue\*\*

\*Source: WRAP, 2020, UK Trends Survey 2020

\*\*Source: FSA's Public Attitudes Tracker Survey Wave 19 results



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# It's important to our customers

**Jo Churchill MP** @Jochurchill\_MP · Mar 8  
 Brilliant to visit @Westking with @culinary\_clinic @WRAP\_UK @GaryHunterChef- enjoyed tasting recipes developed as part of #FoodWasteActionWeek. We all have a part to play to fight climate change to reach #NetZero by stopping good food from being binned #LoveFoodHateWaste 🌱

Defra UK

3 13 23

**BM caterers** 6,851 followers 2w • [Follow](#)

During #FoodWasteActionWeek our chefs have been busy coming up with ever more imaginative and delicious ways to prevent food waste. From banana skin to chutney to leftover potato bread, our #TalentedChefs are ensuring nothing is wasted. #GuardiansOfGrub

ow.ly/xghC50IFPRV

CALLING ALL GUARDIANS OF GRUB

Rise up against food waste. Visit guardiansofgrub.com

Let's make a difference in Food Waste Action Week 2022 - BM caterer

bartlettmtchell.co.uk • 2 min read

**THE BIG ISSUE** Buy, subscribe or donate

NEWS CULTURE LIFE OPINION VENDORS GET INVOLVED INSIDE THE B

**ENVIRONMENT**

## 'The invisible environmental disaster': Why food waste matters – and how to avoid it

The UK throws away £14bn of edible food each year. Food waste charity Wrap explains the impact of wasting food, and how we can help.

SAM WAREHAM | 16 Mar 2022

Jo Churchill wa

**Mirror**

**Mirror**  
Cost of Living: We're Here to Help

NEWS POLITICS FOOTBALL CELEBS TV MONEY TRAVEL

### EXCLUSIVE: MasterChef's Gregg Wallace on mission to stop Brits binning £60-a-month in food

Gregg Wallace is determined to help Brits with their bank balances and stop damage to the environment as he teams up with campaigners Love Food Hate Waste

**Mail Online**

© Shutterstock / pillipphoto

A study has revealed chips are the most wasted takeaway food, with th saying they prefer to ditch old ones rather than eat them later

As part of the second annual Food Waste Action Week, which restaurants are being challenged to begin offering smaller chi lower price – in a bid to tackle food waste.

The initiative comes from the charity Waste & Resources Actio (WRAP), which says the UK's most wasted food item is the pot wasted every day.

The Mail on Sunday's War on Food Waste campaign has been households to cut food waste by 30 per cent.

SHARE THIS ARTICLE RELATED ARTICLES

**VisitEnglandBiz** @VisitEnglandBiz · Mar 10  
 It's #FoodWasteActionWeek! @WRAP\_UK have a host of free resources to help you reduce waste and save money: [guardiansofgrub.com](#)

FOOD WASTE ACTION WEEK 2022 Partner Pack

3 7

**Compass Group UK & I** @compassgroupuk · Mar 11  
 Did you know, a third of chicken that is binned is wasted every time!

On the final day of #FoodWasteActionWeek, Head Chef at the Welsh Government, Jackie Woollacott, shows how you can use all the leftovers after a roast.

1/3 of chicken that is binned is because IT'S NOT USED IN TIME

#FOODWASTEACWEEK

JACKIE WOOLLACOTT, HEAD CHEF, WELSH GOVERNMENT

WRAP (WWW.WRAP.ORG.UK)

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# It's important to our customers

A **food waste reduction target** provides:

- purpose and structure
- allows you to build an action plan
- demonstrate tangible progress as part of your Net Zero journey
- enables you and your business to contribute towards the United Nations Sustainable Development Goal 12.3 and the UK's Food Waste Reduction Roadmap target to reduce food waste by 50% by 2030.



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# What we can do to tackle food waste

WHY DOES IT  
MATTER?



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# What we can do to tackle food waste



## How to get involved in Guardians of Grub: Operator Partners

Help us to feed people not bins; whether you're an individual, independent bus operator working to serve food in Hospitality and Food Service (HaFS). By acting momentum to make measuring and reducing wasted food everyday practice in United Nations Sustainable Development Goal 12.3: to halve food waste by 2030 over 1m tonnes of food thrown away by the sector every year; 75% of that could

The Guardians of Grub campaign provides a food saving framework to help individual operating in the sector to gain traction to reduce wasted food; protecting profit impact.

We've worked closely with the industry to create operational tools with the wider (and the promotional assets) to help you get your teams and networks on board take action.

This checklist sets out how our sector operator partners can support the Guardians of Grub different channels to make a vital difference to reducing wasted food.

Personality	<ul style="list-style-type: none"> <li><input type="checkbox"/> Proudly <u>pledge</u> to become a Guardian of Grub to keep working to ke</li> <li><input type="checkbox"/> Complete the 15 minute <u>Cost Saving Skills Course</u> or <u>Becoming a Ch</u> on why saving food is great for profit and planet, and how to do it</li> <li><input type="checkbox"/> Proactively use and share the Guardians of Grub tools, resources an saving ideas with your colleagues and more widely, including via soc #GuardiansOfGrub and <a href="http://www.guardiansofgrub.com">www.guardiansofgrub.com</a></li> </ul>
Within your organisation	<ul style="list-style-type: none"> <li><input type="checkbox"/> Recruit marketing, comms, senior management and other key peopl ongoing promotion and support of <u>Guardians of Grub</u></li> <li><input type="checkbox"/> Create a calendar of <u>Guardians of Grub</u> events and comms to ensur year, including during key campaign events like <u>Food Waste Action W</u></li> <li><input type="checkbox"/> Recruit colleagues to do the free, online 15 minute <u>Cost Saving Skills Becoming a Champion</u> course</li> <li><input type="checkbox"/> Commit to measuring your food waste, either for a short audit perio site or many. Use the Guardians of Grub <u>Food Tracking Calculator</u> or submit data in confidence to <a href="mailto:guardiansofgrub@wrap.org.uk">guardiansofgrub@wrap.org.uk</a></li> <li><input type="checkbox"/> Share details of the campaign and how you're getting involved with a help - and link to <a href="http://www.guardiansofgrub.com">www.guardiansofgrub.com</a></li> </ul>
Web	<ul style="list-style-type: none"> <li><input type="checkbox"/> Feature your support of Guardians of Grub on your website includin <a href="http://www.guardiansofgrub.com">www.guardiansofgrub.com</a></li> <li><input type="checkbox"/> Explain the campaign and why your HaFS business is signing up and reducing food waste - this <u>copy, case studies</u> and quotes from our <u>V</u></li> <li><input type="checkbox"/> Commit to regular Guardians of Grub content and food waste achiev able to supply guest blogs email <a href="mailto:guardiansofgrub@wrap.org.uk">guardiansofgrub@wrap.org.uk</a></li> </ul>



## How to get involved in Guardians of Grub: Industry Partners

Help us to feed people not bins; individuals, industry partners, trade bodies, associations and consultancies with an interest in the Hospitality and Food Service (HaFS). By acting together, we can create the momentum to make measuring and reducing wasted food everyday practice in the sector. This will support the United Nations Sustainable Development Goal 12.3: to halve food waste by 2030. In the UK this means tackling over 1m tonnes of food thrown away by the sector every year; 75% of that could have been eaten.

The Guardians of Grub campaign provides a food saving framework to help individuals and businesses operating in the sector to gain traction to reduce wasted food; protecting profit and reducing food-related GHG impact.

We've worked closely with the industry to create operational tools with the wider campaign providing the hook (and the promotional assets) to help you get your teams and networks on board and excited to get involved and take action.

This checklist sets out how our hospitality and foodservice operator partners can support the Guardians of Grub campaign through different channels to make a vital difference to reducing wasted food.

Internally	<ul style="list-style-type: none"> <li><input type="checkbox"/> Recruit marketing, comms, senior management and other key people in your organisation to support and endorse ongoing promotion and support of the <u>Guardians of Grub</u> campaign</li> <li><input type="checkbox"/> Create a calendar of <u>Guardians of Grub</u> events and comms to ensure ongoing activity throughout the year, and during key campaign events like <u>Food Waste Action Week</u> every March</li> <li><input type="checkbox"/> Join our new <u>Partnership badge scheme</u> to become an official Ambassador</li> </ul>
Web	<ul style="list-style-type: none"> <li><input type="checkbox"/> Feature your support of Guardians of Grub on your website including the <u>logo</u> and <a href="http://www.guardiansofgrub.com">www.guardiansofgrub.com</a></li> <li><input type="checkbox"/> Explain the campaign and why your members/networks should get involved - this <u>copy, case studies</u> and quotes from our <u>Wall of Fame</u> can help</li> <li><input type="checkbox"/> Commit to regular Guardians of Grub content - WRAP may be able to supply guest blogs contact <a href="mailto:guardiansofgrub@wrap.org.uk">guardiansofgrub@wrap.org.uk</a></li> </ul>
Comms and social media	<ul style="list-style-type: none"> <li><input type="checkbox"/> Proactively create content (posts/article/blog/case studies etc.) about your food saving efforts and successes and the Guardians of Grub campaign through your social media and other channels, such as Instagram, Twitter, LinkedIn, TikTok (including FoodTok), Snapchat and email marketing, tagging #GuardiansOfGrub, @WRAP_UK and <a href="http://www.guardiansofgrub.com">www.guardiansofgrub.com</a>. Some social post ideas and imagery to support this can be found <a href="#">here</a></li> <li><input type="checkbox"/> Plan social media campaigns for events such as <u>Food Waste Action Week</u> every March to highlight what members did or are planning during campaigns</li> <li><input type="checkbox"/> Commit to featuring regular Guardians of Grub news, events and updates in newsletters and other comms channels, tagging #GuardiansOfGrub, @WRAP_UK and <a href="http://www.guardiansofgrub.com">www.guardiansofgrub.com</a></li> <li><input type="checkbox"/> Highlight what you did or are planning during campaigns, such as <u>Food Waste Action Week</u> every March, as well as the success of your/your network's food saving activities, and your/their plans for the future</li> </ul>
Virtual/ events	<ul style="list-style-type: none"> <li><input type="checkbox"/> Feature Guardians of Grub and food waste at member and external events, and feature the <u>Business Case presentation, video</u> and <u>logo</u></li> <li><input type="checkbox"/> Include representation from Guardians of Grub supporters or the WRAP engagement team in panels, speaker line ups and presentations</li> </ul>

## Step-by-step action plans

### These action plans show how our operator and influencer partners

can **take action** by supporting the Guardians of Grub campaign in a two page to-do-list, linking to the key actions and resources available.



# A quick peek at some of the Guardians of Grub resources

**Website:** [guardiansofgrub.com](https://guardiansofgrub.com)

**Operational resources:**

tools, tips and training to help with the nuts and bolts of measuring and reducing food waste

**Campaign toolkit:** resources for sharing Guardians of Grub with staff, customers and the public

**Subscribe** to receive regular updates from the Guardians of Grub newsletter



Click on the image for the Cost Saving Calculator preview video



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# New Guardians of Grub Cost Saving Calculator

Input actual or estimated cover numbers to see how much money and carbon equivalent can be saved in four clicks of a mouse!

<https://guardiansofgrub.com/cost-saving-calculator/>

The screenshot shows the 'RESULTS\*' section of the calculator. It features four colored boxes with icons and text:

- FOOD WASTE IS COSTING YOU:** £859 PER WEEK, £44,693 PER YEAR (blue box with trash can icon)
- IF YOU ACHIEVED YOUR 20% TARGET:**
- YOUR POTENTIAL SAVINGS COULD BE:** £8,938 PER YEAR (green box with coin icon)
- WHICH IS A CO2E SAVING OF:** 18,945 KG PER YEAR (yellow box with CO2e icon)
- EQUIVALENT CARS OFF THE ROAD:** 8.61 PER YEAR (tan box with car icon)

At the bottom of the results section are 'SHARE' and 'START SAVING NOW' buttons. A woman with curly hair is shown leaning on a trash can, with a 'BECOME A GUARDIAN' button next to her. The top navigation bar includes 'HOME', 'CASE STUDIES', 'FAQ', 'RESOURCES', 'SAVING CALCULATOR', and 'COURSE'. The Guardians of Grub logo is in the top left.

Click on the image for the Cost Saving Calculator preview video

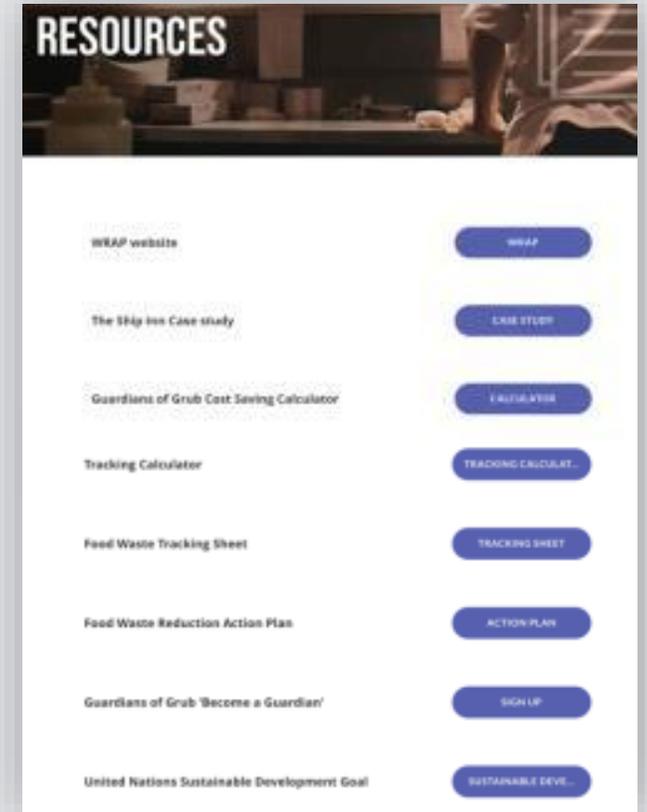


# New Guardians of Grub Cost Saving Skills Course

This free 15-minute online course provides the skills to [get started](#).



The screenshot shows the 'Overview' page of the 'Guardians of Grub: Cost Saving Skills Course'. On the left is a navigation menu with the following items: Acknowledgements, Introduction (highlighted), Target, Measure, Act, and Keep it going. The main content area features the course title, a progress indicator at 0% complete, the 'GUARDIANS - OF GRUB -' logo, and a large image of kitchen staff with the word 'OVERVIEW' overlaid. Below the image, the text reads: 'Each year our industry throws away food that could have been eaten, costing businesses a staggering £3.2bn. This is a problem not just for your bottom line, but also for the planet; for every gram of edible food that ends up in the bin there is an economic, social and environmental cost.'



The screenshot shows the 'Resources' page with a list of links and buttons. The items are: 'WRAP website' with a 'WRAP' button; 'The Ship Inn Case study' with a 'CASE STUDY' button; 'Guardians of Grub Cost Saving Calculator' with an 'EVALUATOR' button; 'Tracking Calculator' with a 'TRACKING CALCULATOR' button; 'Food Waste Tracking Sheet' with a 'TRACKING SHEET' button; 'Food Waste Reduction Action Plan' with an 'ACTION PLAN' button; 'Guardians of Grub 'Become a Guardian'' with a 'SIGN UP' button; and 'United Nations Sustainable Development Goal' with a 'SUSTAINABLE DEVELOPMENT GOAL' button.

# What people are saying about the Cost Saving Skills Course

*“Every subheading was broken down and explained and easy to follow, leaving you feeling motivated.”*

*“Steps are simple and clear.”*

*“Very succinct and practical.”*

*“Highly engaging. Each section was an appropriate length to retain my attention. I particularly like the case studies showing practical applications.”*



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# Guardians of Grub Becoming a Champion Course



BECOMING A  
CHAMPION

RESOURCES

New cohort from February 2023 , To take part, contact  
[guardiansofgrub@wrap.org.uk](mailto:guardiansofgrub@wrap.org.uk)

The [Becoming a Champion e-learning course](#):

- a certificate upon completion
- includes tools, templates, how- to-guides, masterclasses, case studies, podcasts and webinars
- guides individuals and businesses through every stage of reducing wasted food across operations, from kitchen to supply chain and menu design
- provides the skills to make a positive difference to profits and the planet

*"I am really impressed with the quality of the Becoming a Champion training materials.*

*"I am enjoying the online course, and find the case studies and podcasts inspirational.*

*"You can't beat hearing success stories from industry experts and respected chefs and businesses.*

*"The savings on the bottom line and positive impacts on sustainability are there for the whole industry...*

*"Guardians of Grub is a great platform to get involved and get results."*



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# What people are saying about Becoming a Champion

*“WRAP’s Guardians of Grub ‘Becoming a Champion’ online learning has been instrumental to IHG’s understanding of where and how our food is turning into waste. The ‘Becoming a Champion’ behaviour change course has really helped us to engage our teams on the value of food and reducing the impact of our food, and contributing to our net zero ambitions – protecting our profits, business and the planet.”*

**Hotel Food & Beverage Operations Director UK&I,  
IHG Hotels & Resorts UK & I**

*“Our teams found that just talking about wasted food influenced change and many of our sites put initiatives in place such as zero-waste dishes, utilising excess stock through menu innovations and donating surplus to the community, all of which were achieved through engagement on the Guardians of Grub Becoming a Champion pilot.”*

**Charlotte Wright, Head of CSR & Sustainability  
Elior UK**



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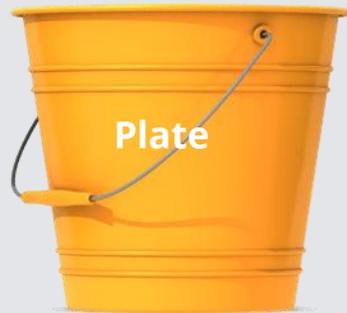
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# Getting Started Guide



# What we need to start measuring: Waste containers, labels, bags and scales



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# Place 7-Day Tracking Sheet by food waste containers for easy logging

## 7 DAY TRACKING SHEET

Make sure that staff have easy access to when it normally occurs, why and how to manage it. Record the date and amount of food waste every day. You can access the tracking sheet on the website.

When you have access to the tracking sheet, you can record the amount of food waste every day. You can access the tracking sheet on the website.

When you have access to the tracking sheet, you can record the amount of food waste every day. You can access the tracking sheet on the website.

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
Food waste (kg)				
Waste				

YOUR LOGO HERE

## 6 WAYS TO SAVE FOOD

### THROWING AWAY LESS FOOD IS EASY

#### SPACE

Food that is damaged or out of date with an acceptable shelf-life.

- SMART ORDERING**  
Check your stock and purchase only what you need. Buy smaller portions of fresh produce, make more often, frequent buy - you'll get fresh seasonal produce that lasts longer.
- SMART STORAGE**  
Fridge, find out how many hours it takes to ensure your items are used first. Label and date your supplies as they come in. Use airtight containers or cling film to keep ingredients fresh or freeze them.

#### PREPARATION

Food that is thrown away during preparation.

- SMART MEAS**  
Caption steps of using the same ingredients for different dishes. One cooking method for meats, fish and vegetables and herbs that make the most of ingredients. Take advantage of any leftover ingredients and utilize.
- ESSENTIAL SKILLS**  
Temporary stock and make them on hand to throw away less food safely. Review preparation schedules and have flexible procedures. Remove less popular or more consuming items from your menu.

#### PLATE

Food that is left on a plate with 2 or more items in 100g and portions.

- RIGHT PORTION SIZES**  
Offer portions in small side-dish portions as well as following happy hours.
- ENGAGE CUSTOMERS**  
Let your customers know about the ways you're doing to cut food from being thrown away and ask what they think. Find out what food they don't like and take it out of their menu.

YOUR LOGO HERE

## SUMMARY CHECKLIST

Tick off the actions to track your progress

STAFF TEAMS

- Set up a team and assign roles for food waste management.
- Make staff aware of the benefits of reducing the amount of food thrown away, e.g. better travel to local events of action.
- Set targets and share with staff.
- Train staff on how to prevent food from being thrown away in their work area.
- Record if updated in progress - use team meetings, posters, etc.
- Create sign-off sheet for food waste management.
- Challenge waste management.
- Schedule goals, progress and recognize the number on or reduce it.
- Communicate your success with customers.

PURCHASING AND ORDERING

- Develop a system using best ingredients.
- Include seasonal produce where possible.
- Use care items across the menu.
- Review your menu regularly.
- Account for cost for events near you and regular's check weather conditions.
- Check use by dates and rotate stock.
- Work with suppliers to arrange just in time deliveries.
- Consider buying portions ready-made for menu items.
- Ask buy 11 11 AM instead of 11.30 AM every period.

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Display 6 Ways Poster + Summary checklist



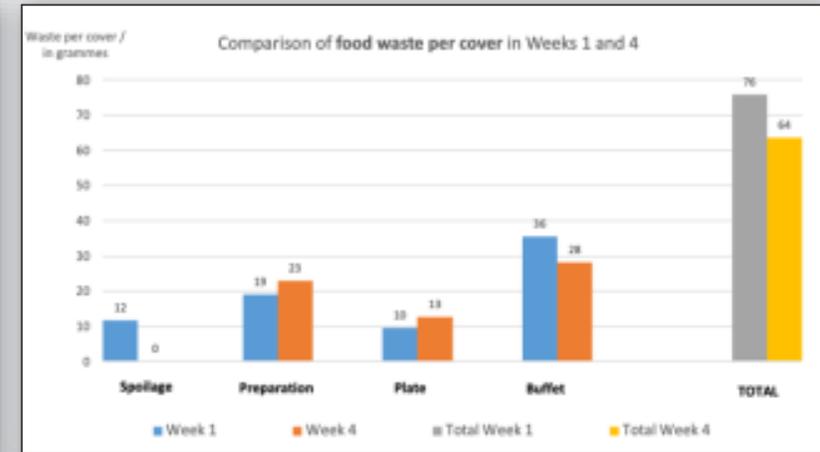
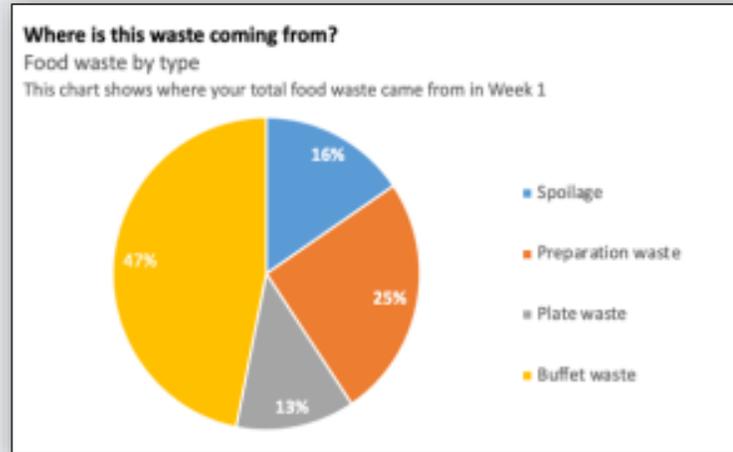
# Guardians of Grub Food Tracking Calculator

Input your daily data to the [Food Tracking Calculator](#) excel spreadsheet. It will calculate:

- **where** waste is coming from – plate, prep, spoilage, other
- **how much** it is costing per cover, per week, month and year
- **the CO2e emissions** associated with your food waste, and how much you **could** save over a year by committing to food waste reduction

**Prefer an app?**

Use the Unilever Food Solutions [Wise Up On Waste online tool](#)



Date		Covers	Food waste				Notes (content of bins, special occasion)	Food waste			
(dd/mm/yyyy)	Day		Spoilage (kg)	Prep waste (kg)	Plate waste (kg)	Buffet waste (kg)		Waste/kg	Cost of Food Waste/£	Waste/cover/kg	Cost per Cover/£
05/04/2021	Monday	200	3.00	2.50	0.90	3.80	Chips Bread Burger Buns	10.20	18.11	0.05	0.09
06/04/2021	Tuesday	245	1.30	4.20	0.44	4.00	Salad Garnish Special Pie Crust	9.94	17.05	0.04	0.07
07/04/2021	Wednesday	176	2.98	3.20	6.00	9.80	Wedding Buffet No 1 80 Covers	21.98	39.03	0.12	0.22
08/04/2021	Thursday	153	1.42	4.90	0.78	8.80		15.90	28.34	0.10	0.18
09/04/2021	Friday	177	2.49	3.33	0.92	7.40		14.54	25.11	0.08	0.14
10/04/2021	Saturday										
11/04/2021	Sunday										
12/04/2021	Monday	125	1.00	3.50	0.32	7.51	salad,avocado,fries,bacon,chicken,onion,tomatoes,bread	12.33	21.90	0.10	0.18
13/04/2021	Tuesday	245	2.18	3.60	0.45	5.53	bread,salad,fries,pepper,tomatoes,bun,mushrooms,beans,avocado	11.76	20.88	0.05	0.09
14/04/2021	Wednesday	321	1.98	2.60	1.32	10.89	salad,fries,bacon,meat,bread,garnish,mushroom,sausage	16.79	29.82	0.05	0.09
15/04/2021	Thursday	290	2.23	5.50	0.98	5.48	bread,salad,peppers,berries,fish,mixed veggies,toast	14.19	25.20	0.05	0.09
16/04/2021	Friday	200	1.98	3.98	0.12	17.15	bread,salad,fries,toast,tomatoes,potatoes,salads,garnish	22.23	39.48	0.11	0.20
17/04/2021	Saturday										
18/04/2021	Sunday										



# The Campaign Toolkit: social media, posters, copy



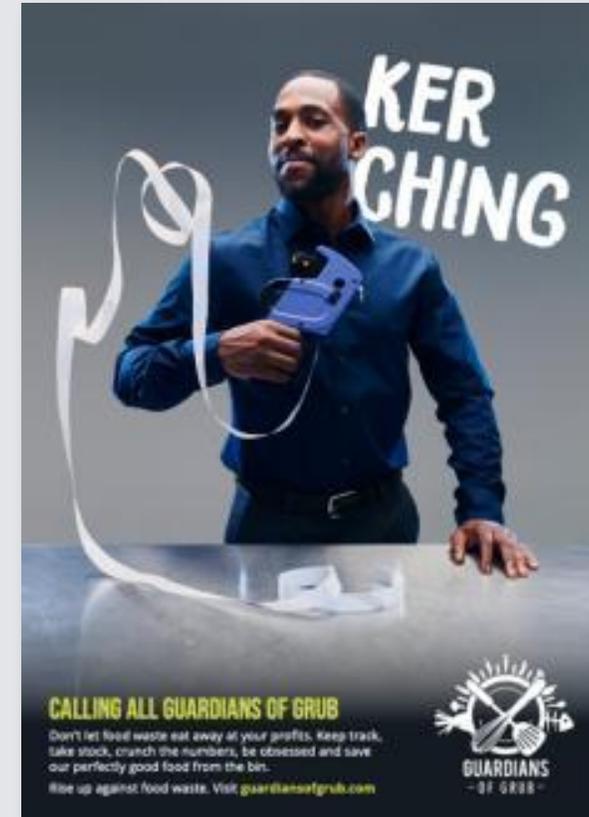
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# Campaign Toolkit: posters for using on site and on social media



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# Campaign Toolkit: short videos for social and comms channels

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When it comes to food, use everything, waste nothing. Use every drop of your smarts and every ounce of your skills to make sure food stays food.



GUARDIANSOFGRUB.COM  
**Rise up against food waste**  
Visit [guardiansofgrub.com](http://guardiansofgrub.com)

[Learn More](#)

 WRAP  
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Don't let food waste eat away at your profits. Keep track, take stock, crunch the numbers, be obsessed and save our food.



GUARDIANSOFGRUB.COM  
**Rise up against food waste**  
Visit [guardiansofgrub.com](http://guardiansofgrub.com)

[Learn More](#)

 WRAP  
Sponsored

Make food live for as long as possible. Freeze it to keep it looking its best. Be the master preserver and keep waste at bay.



GUARDIANSOFGRUB.COM  
**Rise up against food waste**  
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# Campaign toolkit: case studies

Inspiring examples of food waste reduction in action where small changes have made big savings.

## SMALLER PORTIONS, HAPPIER CUSTOMERS – AND TOTAL WASTE REDUCED BY 72%

CASE STUDY

### BACKGROUND

The Ship Inn, near Barrow in Furness, Cumbria serves a traditional menu with an emphasis on home cooking.

### SUMMARY

Dave, tenant and licensee at the Ship Inn, decided to try separating and measuring food waste at the suggestion of his Business Development Manager. The process appealed because of its potential as a cost saving, labour saving and food waste reduction project. Dave was aware of some waste coming back on plates and, although the primary driver was financial, he hoped to increase his gross profit on food. Dave also "doesn't like to see waste on principle".

Nick Burns, Robinsons Food Development Manager, briefed Dave on how to monitor food waste by separating it into three bins for 'spillage', 'prep' and 'plate waste'. Dave then briefed the kitchen and front of house staff. While it was a little difficult getting buy-in from the staff at first, once the process was underway he said they "really started to see the point".

The bins were weighed and emptied at the end of each night by Dave who kept a note of the weights and entered them into the [FOOD WASTE REDUCTION](http://www.guardiansofgrub.com) developed through the Manchester Metropolitan University Greener Retailing project with Robinsons brewery. The calculator covers a four week measurement period and works out how much waste is in each category as well as the annualised cost and the difference between the first and four weeks of measurement.



The Ship Inn

*"The savings you make over a year, the improved experience of customers and better understanding and skills of kitchen staff really make this worth doing. You might think you don't have the time to do this but you do. Once you get the buckets in the kitchen and brief the staff it really doesn't take much time at all"*

Dave - Licensee



### TIP

Introduce changes one at a time. Track using tools here

[www.guardiansofgrub.com](http://www.guardiansofgrub.com)



## EFFECTIVE MEASUREMENT LEADS TO A 20% REDUCTION IN FOOD WASTE AND INCREASED PROFITABILITY

CASE STUDY

### BACKGROUND

Established in 2001, Ownies Bar & Bistro is located in Carrickfergus, Northern Ireland and the restaurant has seating for 120.

The significant volume of food being wasted on a daily basis triggered the management team to take action.

### KEY FACTS

- By tracking food thrown away, the business has achieved a reduction in the average amount of food wasted by 30g or 5p per cover. This is anticipated to increase as they continue to improve portion sizes and food wastage control.
- To help tracking of food waste, separate bins were placed in the kitchen. Staff were very keen to participate and adapted to new practices quickly.

### SUMMARY

- Previously, Ownies acknowledged there was a lot of food being unnecessarily thrown away, but now feel they are measuring and managing this waste much more effectively.
- The food waste tracking tools (available at [www.guardiansofgrub.com](http://www.guardiansofgrub.com)) helped show staff the different sources of waste, converting into a monetary value, and thus raising awareness of the value of the actions they were taking.



*"The food waste reduction tracking tools helped identify wasteful practices which, in turn, helped address portion size control and reduce preparation waste. Customers are happy with the new portion sizes, chefs are happy with less waste and management are happy with savings being made."*

Marion Magill, Manager



## PREVENTING FOOD WASTE IN NORTHERN IRELAND SAVES BUSINESS £21,000

CASE STUDY

### BACKGROUND

In partnership with Derry City & Strabane District Council and Mid and East Antrim Borough Council, WRAP enabled 17 businesses to measure food waste and potentially save over £21,000 per year through the introduction of simple measures to prevent food waste by 50%.

### KEY FACTS

- Environmental Health Officers (EHOs) from Derry City and Strabane District Council and Mid and East Antrim Borough Council supported 17 local food businesses using the free food waste tracking tools (available at [www.guardiansofgrub.com](http://www.guardiansofgrub.com)) to prevent food waste over a 6 week period.
- By using food waste measurement tools the businesses identified 131 tonnes of wasted food each year, costing £251,764. Preparation and plate waste were found to be the biggest sources of food waste.
- By continuing use of the food waste tracking calculator two of the businesses were able to demonstrate a reduction in food waste after just 4 weeks.
- More than 50% of the businesses committed to continuing to prevent food waste.



### TOP TIPS FOR FOOD WASTE PREVENTION

- Seek staff suggestions on food waste prevention.
- Train front-of-house staff to explain any menu options or changes.
- Appoint a 'Food Waste Champion' on every shift to co-ordinate food waste measurement.
- Introduce 'table talker' literature.
- Offer side dishes as separate menu item.
- Introduce 'light bites' as smaller portion sizes.
- Review menus based on items being left behind.
- Consider options for preventing buffet waste.
- Cook to order at slower times.
- Improve rotation of short-date foods.
- Where appropriate use pre-prepared vegetables and portioned meats to prevent peelings, trimmings and bones.
- Ensure staff understand good stock rotation practices.

*"Wow, I love the calculator... I just shared it with the owner... Superb that the formulas and calculations are there and put into graphs. This creates a much more attractive visual that more people can relate to."*

Business participant in the trial



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# Campaign Guide: inspiration through action

## Webinars, videos and case studies

### People, Planet, Profit on-demand webinar series

In-depth and full of practical advice from industry leaders in bite size episodes.

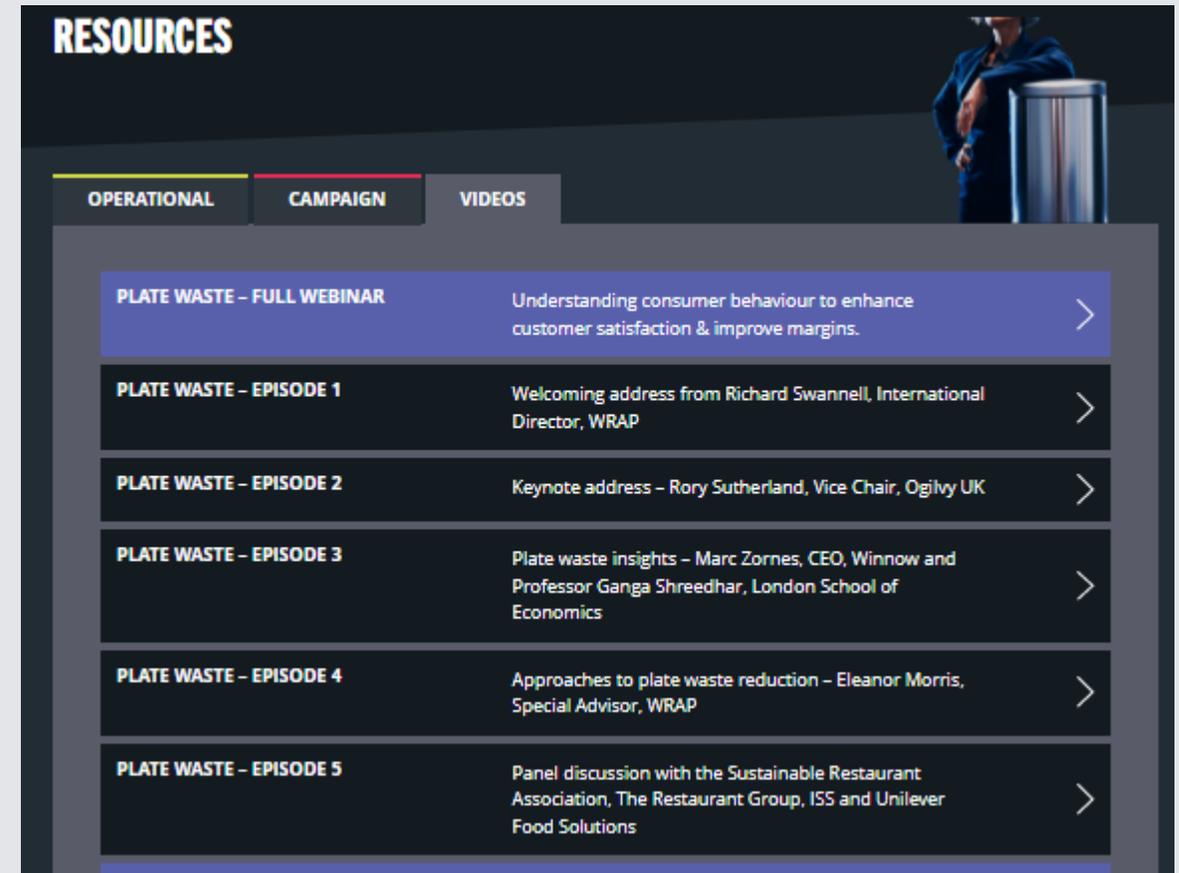
- Skills for the Future
- Serving Net Zero
- Plate waste: protecting profit and planet

### Video clips of Guardians sharing tips and expertise

Perfect to share on your social channels or with your teams.

### Menu planning guide

A guide to smart menu planning to save money, food and satisfy customers.



The screenshot shows a 'RESOURCES' page with three tabs: 'OPERATIONAL', 'CAMPAIGN', and 'VIDEOS'. The 'CAMPAIGN' tab is selected. Below the tabs is a list of resources related to 'PLATE WASTE'.

Resource Title	Description	Action
PLATE WASTE - FULL WEBINAR	Understanding consumer behaviour to enhance customer satisfaction & improve margins.	>
PLATE WASTE - EPISODE 1	Welcoming address from Richard Swannell, International Director, WRAP	>
PLATE WASTE - EPISODE 2	Keynote address - Rory Sutherland, Vice Chair, Ogilvy UK	>
PLATE WASTE - EPISODE 3	Plate waste insights - Marc Zornes, CEO, Winnow and Professor Ganga Shreedhar, London School of Economics	>
PLATE WASTE - EPISODE 4	Approaches to plate waste reduction - Eleanor Morris, Special Advisor, WRAP	>
PLATE WASTE - EPISODE 5	Panel discussion with the Sustainable Restaurant Association, The Restaurant Group, ISS and Unilever Food Solutions	>



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# Campaign toolkit: Partnership Roles

Read our Partnership Pack to work out how you want to get involved and what each role involves.



We'll be in touch with the appropriate badge and you can already download the [Guardian of Grub logo](#) to share in your marketing and comms, and start working your way through the steps to take action.

**We're thrilled to have you on the team!**

Let us know what you're up to and, if appropriate, we can add you to our [Wall of Fame](#).



# Smaller portions, happier customers and 72% less waste

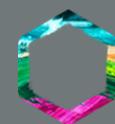
Measuring food waste at the Ship Inn, Cumbria led to an:

- **84%** reduction in spoilage as awareness changed practices
- **80%** reduction in prep waste, mainly as a result of switching to pre-prepared vegetables and pre-cut chips
- **67%** reduction in plate waste through offering smaller portion sizes, particularly of chips and sauces, and removing some garnishes
- Estimated **£6,040** of savings over the year



***“The savings you make over a year, the improved experience of customers and better understanding and skills of kitchen staff really make this worth doing. You might think you don’t have the time... but you do. Once you get the buckets in the kitchen and brief the staff it really doesn’t take much time at all.”***

Dave, Licensee



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# Measuring helps country pub save £11,000\* per year

Measuring at The Harrington Arms, Gawsworth, led to a:

- **48%** reduction in spoilage from tighter ordering, more manager oversight and buying smaller quantities.
- **31%** reduction in prep waste – mainly from switching from a knife to a peeler and buying pre-prepped
- **28%** reduction in plate waste from controlling portions more tightly, particularly chips, and offering smaller portion sizes of mains which elderly customers appreciated



***“This was a good exercise with perfect timing. My advice to other pubs is definitely do it. The key is to enrol in the staff – it needs to be sold in the right way.”***

Andy Wightman, Licensee

\*Estimated true cost of food waste to the business, including associated costs such as energy used in cooking and storage, staff time, waste disposal and water.



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# Preventing food waste in Northern Ireland saves business £21,000

In partnership with EHO's from Derry City & Strabane District Council and Mid & East Antrim Borough Council to enabled 17 businesses to measure food waste using the free food waste tracking tools over a 6-week period, they identified:

- **131 tonnes** of wasted food per year
- This costed **£251,664**
- **Prep and plate waste** were found to be the biggest sources of food waste
- By continuing use of the food waste tracking calculator **two of the businesses were able to demonstrate a reduction in food waste after just 4 weeks.**



\*Estimated true cost of food waste to the business, including associated costs such as energy used in cooking and storage, staff time, waste disposal and water.



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# Preventing food waste in Northern Ireland saves business £21,000

Business type	Reported food waste (Tonnes/business/p.a.)	Cost of food waste (£/business/p.a.)
Hotels	11	£23,153
Restaurants	10	£18,017
Residential Homes	0.9	£1,582

*“Wow, I love the calculator... I just shared it with the owner... Superb that the formulas and calculations are there and put into graphs. This creates a much more attractive visual that more people can relate to.”*

Business participant in the trial

\*Estimated true cost of food waste to the business, including associated costs such as energy used in cooking and storage, staff time, waste disposal and water.



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# Want to make a commitment to take action on wasted food?

**Step 1.** As a business, pledge to join\* the campaign at [guardiansofgrub.com](https://guardiansofgrub.com) by signing the [pledge](#) and downloading the free [resources](#) and tools to measure our food waste and shout about how and why we support the Guardians of Grub campaign.

**Step 2.** Appoint a Guardians of Grub Champion and regularly review your food waste figures. Share learnings on reducing wasted food and support Guardians of Grub to rise up against food waste.

**Step 3.** Commit to setting a food waste reduction target, measuring and taking action to reduce our wasted food. Get kitchen staff briefed and set up to measure using Guardians of Grub [operational resources](#) and use the [Campaign Guide](#) to encourage others to take part.

\* WRAP will share hints, tips and advice for reducing our food waste as well as exclusive content and support.





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