

# How Hotel Barcelona Princess Achieved a 63% Reduction in Food Waste

Located in the heart of Barcelona, Hotel Barcelona Princess is the perfect spot for both work and leisure trips. The hotel is guided by the **Princess 360° CSR Programme**, which aims to reduce the environmental impact of operations, promote employment inclusion for at-risk groups, engage guests, and ensure a safe, empowering work environment. To support this programme, the hotel installed **Winnow** in October 2024. Within just eight months, food waste was reduced by **63%**, far surpassing the original target of 40%.

## Leadership Committed to Change

With a background in hotel management and a strong passion for sustainability, General Manager Santiago Hernandez oversees both the Hotel Barcelona Princess and Negresco Princess. Under his leadership, the hotels have adopted a conscious, responsible approach to hospitality. **Chef David Bourg** was originally trained in France has been part of the Hotel Barcelona Princess team for the past 19 years. He currently leads this food waste reduction project together with Sous Chef **Joan Esteve**. Together, they drive a culture of sustainable gastronomy and continuous improvement.

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We manage resources more efficiently, reduce costs from spoiled products, and have better inventory control. These factors allow you to offer higher-quality end products, resulting in greater customer satisfaction.

**Chef David Bourg and Sous Chef Joan Esteve**



## Waste reduction results

- 63% reduction in food waste
- 8.5 tons food waste saved annually
- 36.4 tons of CO<sub>2</sub>e avoided annually
- €22,700 saved in food costs annually
- 21,000 meals saved annually

**“For us, sustainability is not a trend, it’s a way of doing things.”**

— **Santiago Hernández**, General Manager

## Tackling Waste in the Breakfast Buffet

Armed with Winnow’s insights the team identified high levels of waste, particularly at breakfast. Key issues included overproduction of scrambled eggs, sausages, bread, and pastries, along with inefficient use of fresh ingredients.

## Key actions included:

- Switching from large-format sausages to cocktail-sized portions, one of the most wasted items.
- Purchasing smaller plates to prevent customers from overfilling their plates.
- Assigning a dedicated breakfast buffet attendant to monitor buffet levels and coordinate with kitchen staff on refills needed.
- Donating leftover pastries to local NGOs.
- Repurposing excess breakfast items for staff meals.
- Use of real-time daily information to adjust the production for the following day.
- Training and awareness for the entire kitchen and dining room team.

## Pineapple Trimmings to Homemade Cakes

Using Winnow insights, the team discovered a surprising volume of waste from pineapple trimmings and cores. **“You manage resources more efficiently, reduce costs from spoiled products, and have better inventory control.”** says David. Their creative solutions included:

- Turning pineapple trimmings into fresh juice for staff and smoothie bases.
- Using pineapple cores to bake **homemade cakes** for the breakfast buffet.

## Better Quality, Greater Awareness

Food waste reduction translated directly into fresher food, more intentional preparation, and a noticeable quality boost, all of which guests responded to positively. **“Quality has improved. We use exactly what we need, the product is fresher, and the team cooks with clearer intent. You can see it on the plate... and guests appreciate it.”** says Santiago Hernández.

## “Love Food, Stop Waste”: A Campaign with Impact

The hotel actively communicates its efforts to reduce waste through: The “Slow Food, Stop Waste” campaign. Launched to complement the hotel’s

food waste efforts, the campaign invites guest participation through visible, accessible communication, including social media, signage, and web content. Guests are encouraged to take part in the mission, reinforcing a shared sense of responsibility **“Most guests respond responsibly, but it can vary depending on nationality and culture so it is important to have campaigns like this.”**

**David Bourg**, Chef, and **Joan Esteve**, Sous Chef

## Team Engagement

Food waste responsibility is now embedded into daily team operations — from kitchen briefings to the onboarding of new hires, where sustainability expectations are included in the Welcome Manual and job descriptions.

## Future Plans

Buoyed by these results, Hotel Barcelona Princess aims to extend Winnow’s influence across departments and explore water- and energy-saving technologies. **“Sustainability isn’t delegated — it’s led. My advice is to start measuring. Seeing the data opens your eyes and shows you the path to improvement.”** says Santiago. By embedding data-driven insights, and guest-focused communication, Hotel Barcelona Princess has not only surpassed their initial waste reduction target but elevated both culinary quality and sustainability.

## 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 help 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 90 countries with offices in London, Dubai, Singapore, Cluj, and Chicago.