Felsinea Achieves a 40% Food Waste Reduction in a Barilla Site with Winnow

Felsinea Ristorazione, a leading catering company in Italy, has taken a bold step towards sustainability by integrating Winnow's innovative technology. This move is part of the company's commitment to minimising environmental impact and enhancing customer health for future generations.

By leveraging Winnow's technology, Felsinea has reduced food waste by 40%, achieving remarkable environmental, economic, and qualitative benefits within the Barilla site. Cecilia Valverde, coordinator of Food Sustainability Projects explains, **"Investing in sustainable practices is essential for the long-term success of our company and the well-being of the communities we serve."**

Felsinea has always sought new technologies to enhance its sustainability efforts and remain at the forefront of sustainability. In the past, they have implemented new cooking systems, production scheduling, and raw material ordering. They also use eco-sustainable packaging, allowing them to stay true to their sustainability goals. The decision to use Winnow was based on several factors, including operational efficiency and environmental sustainability. The Winnow system utilises cutting-edge technology to provide insights into food waste, which Felsinea believes allows them to stay ahead of competitors in sustainability. It also gives them a strong, clear corporate mission, contributing to the health of our planet.

Way of working Transformation

The implementation of Winnow has transformed Felsinea Barilla's kitchen operations into a more sustainable and efficient environment.Winnow has influenced their way of working:

Morning Phase: Chefs weigh the waste in multiple sections:

- Room 01: Fresh Preparation (Fruits and Vegetables, fresh products)
- Room 02: Meat Preparation
- Room 03: Cold Cuts and Cheeses

“

Winnow gave us the opportunity to develop greater awareness to our planet and made us active participants in this effort.

As highlighted by Leslie Jaime, Head of Restaurants at Barilla Group

Results Using Winnow AI:

- 40% reduction in food waste
- €19,000 annualised reduction in waste value
- 15,000 meals saved each year
- 26,000 kg CO_2e saved each year

During the Service:

- Barilla Employee Trays: Felsinea staff separate food waste from non-food waste within the tray and categorise the food waste on the scale.

End of Service Phase -- Classification of End-of-Service Meals into:

- Meal Donations: Classification of end-of-service meals for donation to food banks.
- Unused Waste: For example, if a small piece of lasagna remains in a tray, it cannot be reused and is, therefore, discarded.

Winnow allows the Chefs to use this meticulous approach to food waste, significantly improving waste management.

Enhanced customer experience

Felsinea Barilla is convinced that Winnow technology enhances transparency and awareness between the restaurant and its customers. This has resulted in a greater understanding of guests' individual preferences, allowing for a more personalised culinary experience. With more care taken in the menu, customers can enjoy more refined and delicious food. The reports and data provided by the Winnow system have allowed chefs to identify guests' food trends and create a gastronomic proposal with minimal environmental impact. This demonstrates how the system has transformed

menu planning and food preparation to benefit both the environment and the customers. Chef de Cuisines, Simona Cavazzoni and Anabel Pimienta describe this transformation: "We are generally much more attentive to the creation of the weekly menu, balancing the daily offering based on the reports." Technology also actively supports the chef in the creative process, using detailed data to continually experiment and innovate with new dishes.

"

"Hands that love what they do never disappoint... not even the planet."

Chef de Cuisines, **Simona Cavazzoni and Anabel Pimienta**

Felsinea Barilla is dedicated to evolving towards a more sustainable operation in the future. The company plans to continue implementing innovative technologies and practices to maintain its leadership in environmental stewardship. Felsinea Barilla's partnership with Winnow has empowered the company to take its sustainability commitments to the next level. By managing food waste effectively, Felsinea Barilla not only reduces its environmental impact but also enhances operational efficiency, contributing to the health of the planet and the well-being of the communities it serves.

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 60 countries with offices in London, Dubai, Singapore, Cluj, and Chicago.