

Reducing Food Waste Through Menu Design and Behavior Change

Shifting away from animal-based products in hotel kitchens



Humane
World for
Animals

Formerly called the Humane Society of the United States
and Humane Society International



A large, light blue graphic of a globe is centered in the background. Overlaid on the globe are several white silhouettes of animals: a dog, a cat, a bird, and a fish, arranged in a circular pattern around the globe.

About Humane World for Animals



Plant-Based Solutions

- Hands-on support for hotels to build plant-forward menus that work

Working with Hotels in Real Kitchens



Hands-on culinary training (on-site)



Menu redesign (~20% plant-forward).



Marketing & positioning support



Pilot → measure → scale



WESTIN[®]
HOTELS & RESORTS

NOVOTEL



CENTARA
HOTELS & RESORTS

PARADOX



MÖVENPICK
HOTELS & RESORTS

Food Waste Starts Before the Buffet

- We tend to focus on **waste after it happens**
- Waste is often shaped much earlier — **at the menu level**



Not All Food Waste Is Equal



Animal-based products:

- Higher environmental footprint
- More perishable
- Higher cost when wasted

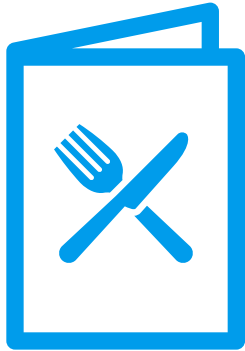


Plant-based ingredients:

- More flexible
- Longer shelf life
- Easier to repurpose

Wasting animal-based products = higher impact + higher cost

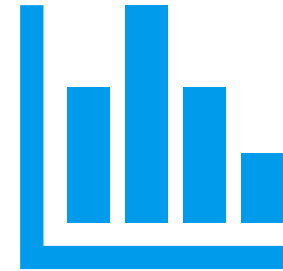
Where to Start: Menu + Behavior



Menu decisions
drive **waste**



If it doesn't sell, it
becomes **waste**



Start **small and learn**
from it

Papaya Seed Cracker





**What we choose to serve shapes
both impact — and waste**



Thank you

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