Kraft Heinz AWAY FROM HOME

WASTE NOT: USE EVERYTHING WISELY

In the United States, nearly 40% of all food is wasted. That equates to 119 billion pounds of food, 130 billion meals, and more than $408 billion in food thrown away.[1]

It's a big problem for the planet — and for restaurateurs. Food waste costs U.S. restaurants $162 billion a year.[2]

With customers increasingly looking for natural ingredients, how do you balance preservation with taste and quality? Canned tomatoes like Escalon 6 in 1® and Bonta® products are a good case study. They have a long and stable shelf-life, they're steam-peeled — never using lye or chemicals — and Escalon never adds citric acid, so the tomatoes have less acidity and keep their natural flavor.

They're a great option for pasta and pizza sauces for Italian restaurants that prioritize high-quality, fresh ingredients, but not all stock is as simple to manage as the humble canned tomato.

But there's good news, especially for cost control: you can save $7 for every $1 you invest into adopting new waste management methods.[3]

EXPLORE NEW WASTE MANAGEMENT METHODS TO CONSIDER ADOPTING AT YOUR RESTAURANT.

WASTE MANAGEMENT: WHERE TO START

- **Begin with a food waste audit:** Identify where your Italian restaurant's food waste comes from, whether pre-consumer, post-consumer, or both. Then, identify strategies to reduce that waste.
- **Set restaurant waste reduction goals:** Make a plan to decrease overall waste volume by increasing recycling rates or minimizing food waste. Determine specific targets and your timelines for reaching them.
- **Start a food log system:** Create a system in which BOH can track waste. This will help you forecast your weekly ordering, well down the line.
- **Log customer traffic:** Compare your customer traffic to your food log system. This will help you understand your busy and slow cycles and ensure you're ordering just the right amount.

Did you know? The number of Americans who make food and beverage choices based on sustainability has increased by 23% since 2019.[4]

PRE-CONSUMER FOOD WASTE

This is food that doesn't leave the kitchen. It's also where you'll find the most opportunity for changes and solutions for waste management, through controlling, ordering, storing, and prepping ingredients, and how you handle surplus.

PLANNING YOUR MENU

- **Cross-utilize your ingredients:** Plan your menu and purchases so items ordered can be cross-utilized to cut down on food waste and get more mileage out of your ingredients. Consider limiting pizza toppings to those that are used in other dishes to minimize leftovers.
- **Create specials:** Use leftover ingredients to create dishes for your specials menu. Have extra chicken or pasta? Try out a while-supplies-last pizza topping.
- **Order in season:** Getting in the habit of ordering seasonal ingredients can ensure stock is used in a timely fashion, while ensuring your customers get the freshest natural ingredients.

MONITORING INVENTORY

- **Evaluate your inventory:** If food sits in storage for too long, you're ordering too much. And make sure your perishable goods are stored properly to optimize their shelf-life.
- **Stick to the FIFO rule:** "First in, first out," or FIFO, is where you label and store foods in order of freshness. This system allows you to find your food quicker and use it more efficiently. Make sure to check your stocks frequently.
- **Train your staff to cut down on waste:** Teach them proper storage techniques like prepping just the right amount.

MANAGING LEFTOVERS

- **Give away your leftovers:** Giving your staff, as well as local food banks and organizations, leftover ingredients from prep or meals that are safe for consumption is a win-win for your kitchen, your staff, and your community.
- **Provide your food scraps to local organizations:** Certain organizations will repurpose your kitchen scraps to feed livestock or to compost (following local regulations, of course).
- **Compost food waste:** Collecting food scraps and other organic materials to decompose into nutrient-rich soil diverts food waste from landfills. Check if your waste management company has composting services. Remember: if it's organic, it can be composted!

Did you know? Food costs typically account for 28–35% of a restaurant's operating budget, so good waste management can significantly impact any Italian restaurant's finances.[5]

POST-CONSUMER FOOD WASTE

This is waste customers generate — like organic waste, leftover food, disposable utensils, napkins, cups, and plates at the end of a consumer-product lifecycle. While you can't control how much pizza your customers eat, you can control what you deliver to them.

- **Keep portion sizes consistent:** Standardizing recipes is one way to make sure every staff member plates the same amount of food every time — including the amount of each topping put on pizzas.
- **Be descriptive:** Be accurate in your food descriptions, so guests will be less likely to send a plate or pizza back.
- **Track the popularity of each dish:** Use the principles of menu engineering to cull less-popular items from time to time. No one's ordering the pineapple pizza? Cut it from the menu.
- **Encourage guests to take food home:** You can even recommend guests bring their own take home container through marketing efforts or by charging a small fee for disposable takeout boxes.
- **Cut down on disposables:** Limit the use of one-time-use items such as paper goods, plastic utensils, and packaging. Many food service supply companies offer biodegradable and compostable products such as to-go boxes, cutlery, and napkins.

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REDUCE WASTE. BOOST YOUR BOTTOM LINE.

Around the world, Italian restaurants like yours are uncovering creative ways to reduce waste and lighten their impact on methane-producing landfills that contribute to global warming.

Fortunately, even these small tweaks can have a big impact that your customers, the planet, and your bottom line will appreciate.

SAMPLE THE REAL TOMATOES

Like these tips? Want more that are tailored specifically to you? Request two free cases of Escalon 6 in 1® and Bonta® tomato products, and enter for the chance to be the lucky restaurant to add some world-class flavor to your photography and online marketing.

The winner will receive a professional photoshoot to showcase their food, restaurant, and staff on menus and other materials, and a comprehensive marketing toolkit. Just request the cases of Escalon 6 in 1® and Bonta®, take a photo of a pizza you've created with them and post it on Instagram using #6IN1BONTA and #Sweepstakes and tag @EscalonTomatoes in the caption.

Sources:

[1] Feeding America

[2] RTS, "Food Waste in America in 2023," 2023

[3] Champion123.org, "The Business Case for Reducing Food Loss and Waste: Restaurants," February 2019

[4] Tastewise, "Food and Beverage Sustainability Trends in 2020," 2020

[5] Gourmet Marketing, "Costing and Pricing Food in the Restaurant Industry," March 2023

FINEST ESCALON TOMATOES