

REDUCING PLATE WASTE.

Food left on customers' plates is money in the bin.
Over-sized portions lead to food waste.
Keep customers satisfied and protect your profits.



71%
of people think more
favourably about
restaurants that offer
take-away containers
for leftover food.¹

HOT TIPS

- Make sure chefs are serving the same size portions.
- Cater for different appetites – offer a choice of sizes.
- Smaller plates or bowls make portions look bigger.

ARE EXISTING PORTION SIZES CORRECT?

- Check that all chefs are serving the right amount.
- Use simple tools to standardise portion sizes e.g. measuring cup for chips.
- If customers are still leaving food, try reducing the portion size.



DO CUSTOMERS KNOW HOW BIG PORTIONS ARE?

Larger than expected portions means food goes uneaten.

- Describe portion size on the menu.
- Renaming categories from starters, main and sides to small, medium, and large, gives customers greater flexibility to order the right amount for their hunger levels.
- Front of house staff can offer recommendations for the number of dishes that will satisfy customers' appetites.



ONE SIZE DOESN'T FIT ALL.

Not everyone has the same appetite.

- Offer different portion sizes e.g. light bites. These are just smaller serves of regular dishes – so no extra prep or ordering needed.
- Avoid labelling as kids' or seniors' portions as this can deter other customers from ordering.

KEEP YOUR CUSTOMERS HAPPY.

Although customers feel bad about leaving food, big portions are seen as value for money. Ensure the customer still feels satisfied with their order.

- Reducing plate or bowl size makes the same portion appear bigger.
- Visual effects, such as orders, make a plate look fuller.
- Using ramekins for sides, ensures consistent portion sizes and takes up room on the plate.
- Guide customers at self-service by using smaller utensils or having pre-portioned offerings.



SIDES AND GARNISHES.

Sides and garnishes are often left by customers.

- Make sure sides are included in menu descriptions.
- Offer sides and condiments as optional or give a choice – customers can remove items they don't want, e.g. parmigiana with chips or salad.
- Reduce portion size and offer free top up if needed.

INVOLVE FRONT OF HOUSE STAFF.

Front-of-house staff are the face of your business. They can guide customers and get feedback.

- When taking orders, let front-of-house staff confirm guests' preferences of side dishes and portion size.
- Let front-of-house staff know what changes have been made and why.
- Train them to talk with customers, keeping messaging short and sweet.
- Ask for customers' feedback about uneaten food.



1. Love Food Hate Waste, 2015-2016, "NSW Food Waste Tracking Survey"

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