

# TALKING ABOUT SUSTAINABILITY.

Share your efforts to tackle food waste - create awareness, inspire customers to make better dining choices and have an impact beyond the plate.



## HOT TIPS

- Keep stories simple and relatable.
- Train staff to chat about your food waste reduction actions with customers.
- Understand what your customers want to know and how.

## WHY TALK ABOUT SUSTAINABILITY?

- **Customer demand:** Customers want to support businesses taking action on sustainability issues. 70% of consumers want restaurants to make themselves more sustainable, with reducing food waste identified as the most important action.<sup>1</sup>
- **Attract and retain staff:** Hospitality workers are influenced by a workplace's social and environmental responsibility, 94% take this into account when choosing a new job.<sup>2</sup>
- **Enhance your brand:** Enhance customer loyalty and increase positive media exposure.
- **Broader influence:** Hospitality connects the customer with larger food systems and can play an important role in educating consumers and protecting the environment. Diners may be inspired by your action on food waste and change their own habits.



## WHAT TO TALK ABOUT?

- **Tell the story:** Describe how you rescued trim by creating new, delicious dishes from it, or how you donate to a local charity. Customers want to know what happens in the kitchen.
- **Avoid green washing:** Use facts not vague terms and jargon, customers are skeptical about loose sustainability claims.
- **Focus on tangible impact:** For example, this week we reduced food waste by 10kg, the equivalent of 20 meals.
- **Take your customers on the journey:** Share targets and progress.

## HOW TO TALK ABOUT IT?

- Social media for instant updates.
- Physical assets e.g. menus, placemats and coasters, signage.
- Website and newsletters for more detail.
- Share with partners such as peak bodies, hospitality publications, sustainability focused organisations and suppliers.



1. <https://www.wateraid.org/uk/media/7-in-10-Brits-want-more-sustainable-restaurants-Belu-partnership>  
2. <https://www.nutritics.com/en/blog/sustainability-is-key-to-attracting-and-retaining-hospitality-staff/>