Food Waste Challenge

Buffet 2.0
Flow

- Introductions and Stories
- Stakeholders and Event Planning Journey
- Concepts and Principles
FOOD WASTE STORY

“We’re easily throwing away 3,000-4,000 pounds of food from prep, over-production, and plates ever day.”

-Executive Chef
FOOD WASTE STORY

Buffet 2.0

The hotel industry and in particular the convention business within hotels, are a massive part of the overall food service system. It is also a part of the food system where the checks and balances, tools and resources to make smarter and more considered food planning decisions is not systematized or scaled.

There is a growing motivation and incentive to reduce food waste through more cross-sharing of purpose, data and tools across the key stakeholders.
The IDEO team conducted over 15 interviews and brainstorm sessions in NYC and Orlando with key stakeholders including certified meeting planners, hotel event managers, chefs, servers and event attendees.

Conversations led to fresh insights and ideas that were sketched and prototyped at a live breakfast buffet in the Hyatt Regency Orlando.
Event Planning Journey

*Key stakeholders and key moments*
KEY STAKEHOLDERS

Corporate Client  Certified Meeting Planner (CMP)  Event Attendees  Hotel Event Manager  Hotel Banquet Manager  Hotel Executive Chef
**KEY STAKEHOLDERS**

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**Corporate Client**

- Ranges from a single corporation to a professional association
- Focused on the overall strategic priorities of an event (sales, networking, education etc.)
- A key client stakeholder, e.g. events or marketing director, hires CMPs to concept and run an event.
- Motivated to get the best ROI for the budget allocated. This is heightened for professional associations where attendees carry much of their own costs.
- More and more corporations are aware and interested to demonstrate a positive social impact of an event, especially on a local level.
- Food waste is currently not a huge business concern but is gaining awareness within the ‘green events’ space.
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CMP

- Industry is made of a spectrum of CMPs; from time-stretched, independent operators to resourceful and progressive veterans.
- Focused on differentiating oneself and delivering demonstrable impact for corporate clients.
- The food experience is a critical part of the overall experience and budget; it’s a balancing act between delivering on the ‘wow’ and creating a considered menu forecasting.
- Food data related to past insight, food patterns and consumer trends are extremely valuable but access to tools and resources are not currently optimized.
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Event Attendees

- Often attending events sponsored by a corporation and as such, feel removed from the accountability of personal decisions or actions with the food at an event.
- Personal food decisions or actions are often an afterthought, amidst the larger priorities of participating in event activities, networking, etc.
- Are open to playing a part in reducing food waste but currently are not exposed to an overall food philosophy and ways to participate.
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KEY STAKEHOLDERS

Hotel Event Manager

- Key objective is to work closely with CMPs to deliver on a memorable event that keeps the hotel top-of-mind for future events.
- Faces difficulties in getting accurate and timely food menu forecasting and planning from CMPs.
- Has some access and insight into past data and consumer patterns but lacking a systematic approach to cross-sharing with CMPs at scale.
- Often has to create redundant oversupply of food as a buffer in an event.
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**Hotel Executive Chef**

- Responsible for the overall food planning and management of not just any singular event but the portfolio of events taking place at a given period and the food offering for a hotel’s stable of restaurants.
- Motivated to deliver excellent food service at every touchpoint - from poolside to dinner in the restaurant - to uphold a reputation for great food and build confidence and curiosity about the Hotel’s full offering.
- Frustrated with lack of CPM awareness and appreciation for sustainable, seasonal, sourcing.
- Committed to making things operationally easier on staff by incentivizing the use of the “menu of the day” by multiple parties.
- Motivated to reduce the massive food wastage at events as it negatively impacts the work process and morale of those involved.
**KEY STAKEHOLDERS**

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**Hotel Banquet Manager**
- Responsible for the attendee experience of the banquet - displaying, refreshing, and bussing supplies.
- Motivated to ensure a seamless and pleasant experience.
- Are committed to performing a good job well - with tips, they earn close to $75k / year.
- Close the feedback loop to the kitchen and Event Managers by sharing observations on what people ate, and what they didn’t eat.
Running out of food is everyone’s worst nightmare.

Running out of food is the worst thing that can happen - for each actor in the chain.

**Client**
“*My attendees will never come to my event again.*”

**CMP**
“*My client will never work with me again.*”

**Event Manager**
“*We’ll lose this meeting planner and all their clients.*”

**Chef**
“*It will be costly, stressful, and too slow to cook more food if we run out, and clients will be unhappy.*”

**Banquet Manager**
“In the time it takes me to run back to the kitchen to get more food, people will get upset and complain. This is a great job and I don’t want to lose it.”

**Attendee**
“I’ll be hungry and stuck.”
WHERE FOOD WASTE HAPPENS

Each actor adds a little margin as a personal ‘insurance policy’ against running out.

No one wants to be the person who drops the ball, so each actor in the system adds a little margin to their estimates of headcount or portion size.

As a result, each individual insurance policy culminates in an ‘overinsured’ result - overproduction is guaranteed.

Client: We’re hosting 2500 people.
CMP: “We have 2500 attendees - mostly men, and they’re heavy eaters.”
Event Manager: + 3% on headcount as a rule
Chef: + a little more food, as backup, just to be sure
Banquet Manager: + put the backup platter out alongside the main platter so there is absolutely no risk of running out, even for a moment.
Attendee: + a little more food on my plate than I need, so that I know I have enough.
**WHERE FOOD WASTE HAPPENS**

**Complicating the matter are ‘gaming’ behaviors between CMP’s and Events Managers.**

Everyone knows that others are adding margin. Some Meeting Planners and Hotels will occasionally ‘game the system’ to stretch their budget or maximize their profits.

This behavior can have a backlash effect. People who get burned double-down on their personal insurance because they feel they cannot trust others.

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**Client**

“I know the Hotel will add 3% margin to headcount. So if I think I’ll have no more than 100 people, and know that the MP will plan for 103, I’ll say I have 97 people.”

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**CMP**

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**EventManager**

“If a CMP has had a bad experience with a hotel under-producing in the past, they’ll inflate their numbers to ensure we overproduce.”

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**Chef**

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**Banquet Manager**

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**Attendee**

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Ultimately, figuring out the right food supply is a guessing game.

More accurate general projections of how much food to order and prepare increase the likelihood of supply appropriate to demand.

Once food is out on the buffet, it must be eaten or thrown out. More focused projections for specific meals ensure that food can be recovered and repurposed.

**WHERE FOOD WASTE HAPPENS**

**HEADCOUNT**
How many people do we need to feed?
- Final RSVP numbers typically come in 1-2 days after food orders need to be placed.
- Numbers can vary meal to meal as people may skip meals (ex. breakfast) but show up for others.

**VARIETY**
What will people eat?
- “Dietary Preferences” have exploded - with special meals comprising up to 30% of a banquet, mostly to accommodate preferences (ex. no onions) not allergies.
- From meal-to-meal, Banquet Managers will take mental note of how much people are eating and try to play that back at the daily 3pm Menu Reading for the next day.

**PORTION SIZES**
How much will people eat?
- Current estimates based on demographic assumptions (ex. men eat more, women eat less)
- From meal-to-meal, Banquet Managers will take mental note of what people are eating and try to play that back at the daily 3pm Menu Reading for the next day.
How might banquet planning become more data-driven?

One key pillar of successful event food planning is good data. The following diagram illustrates how the data collection and sharing needs to be a continuous loop of information that gets better results over time.
Sales Conversation
A series of interactions between a client, CMP and hotel event manager that moves from an RFP to a approved Event Order.

There is huge opportunity to create upfront content, tools and resources that influence more considered and smarter food menu projections.

RSVP
A set of online interactions for an event attendee to confirm one’s attendance and personal details.

The first set of key moments to engage and prompt insights into attendee’s food profile.

Event Registration
The on-site moment that an event attendee is personally registering for the event.

For many attendees, the actual moment that the event’s activities feel tangible.

Event
A period of days where attendees are busy with the events schedule and networking.

For many attendees, they don’t equate their personal actions with meals provided as having any opportunity costs.

Event Exit
During the close-out of the event, CMPs and hotel staff are either separately or collaboratively collecting learnings so as to inform future events.

For CMPs and hotel staff, they are constantly monitoring and optimizing the meal production.

The methods are currently informally documented.
KEY MOMENTS + OPPORTUNITIES

**Sales Conversation**

How might we develop a shared commitment to accurate forecasting and minimizing waste?

How might we design menus and meal formats to be fully enjoyed?

**RSVP**

How might we gather attendee food preference data that is more actionable for effective menu and meal-format design?

**Event Registration**

How might we gather more accurate data on meal-to-meal attendance?

**Event**

How might we fine-tune supply meal-to-meal, and within each meal?

**Event Exit**

How might we track, capture, and analyze consumption data to inform future events?
## Buffet Journey

The following check marks reflect the current intersection of key stakeholders and moments in the event planning that effect the food supply chain data.

<table>
<thead>
<tr>
<th></th>
<th>Sales Conversations</th>
<th>RSVP</th>
<th>Event Registration</th>
<th>Day 1</th>
<th>Day 2</th>
<th>End Event</th>
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Concepts

17 food waste tactics to consider moving forward
Sales Conversation

How might we develop a shared commitment to accurate forecasting and minimizing waste?

How might we design menus and meal formats to be fully enjoyed?
Sales Conversation
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There is huge opportunity to create upfront content, tools and resources that influence more considered and smarter food menu projections.
Food Philosophy

New content narrative and story that frames a hotel’s overall food waste philosophy and shines the light on important facts and figures, alongside an inspiring goal to achieve through collaboration. It can be seen as the next evolution in CSR.

**Design Target:** Hotel event managers to share with CMPs during the upfront sales conversations.

**Quotes:**
“It’s valuable info that helps me assess or market hotels I’ve short-listed, to my corporate clients. I would incorporate it into my own materials” -CMP

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**Hyatt’s Food Philosophy**


- 10% greenhouse gases come from wasted food.
- 200,000 meals wasted during hotel conventions each quarter.
- Our goal in 2017 is to cut down food waste by 15% give back to Orlando, and save $150,000 for our clients.

**Benefits for Corporations**

Cost saving and rewards for good practice

- By collaborating more closely with us, corporations have been able to save on average $20,000 on food expenses.
Food Philosophy

Key Questions and Next Steps:
Plan for a range of formats for different use cases:

• A summarized online video that helps story-tell an evocative food vision and philosophy for CMPs to share with corporate clients.

Concept Sketches:

Hyatt’s Food Philosophy

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• 200,000 meals wasted during hotel conventions each quarter.
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Cost saving and rewards for good practice

• By collaborating more closely with us, corporations have been able to save on average $20,000 on food expenses.
Data Bank Program

• A resource tool where CMPs can make smarter food menu decisions based on shared access to food data and trends and case studies. It encourages new ways to collaborate with hotels on food menu planning.
• Hotels could generate food and beverage recommendations based on past data insights relevant to a current event’s attendee profile and demographics.
• Originally projected food choices and quantities can be refined based on insights gleamed from similar types of events or knowledge of existing corporate clients.

Design Target: Hotel event managers to share with CMPs during the upfront sales conversations.

Quotes:
“Lot of event planners don’t have access to food data and are craving knowledge and expertise, especially with changing societal trends.” -CMP

“We always want to work with people who add value. It’s a win win for everybody if I get better data, I can plan better and attendees have a good experience. “ - CMP

Concept Sketches:

Smart Project Reports
Based on:
• Past patterns and data
• What we know about your conference

Here are some potential considerations:
• Reduce the amount of carbs, given the Midwestern attendees
• Balance out the coffee supply with tea selection
• etc.

Hyatt’s Food Program
Help us do our part
• Cross-share past data to make smarter projections
• Collaborate on aligned food planning
Data Bank Program

Key Questions and Next Steps:
Plan for a range of formats for different use cases:

- An online repository of key assets and data reports for CMPs to constantly refer to.

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Hyatt’s Food Program

Help us do our part

- Cross-share past data to make smarter projections
- Collaborate on aligned food planning

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Smart Project Reports

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Here are some potential considerations:
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- etc.
Food Waste Certification

**Description:**
A new certification program based on educating and empowering CMPs with green and sustainable food insights and best practices.

It can be an addition to the crucial CMP certification process, as well as valuable skills-upgrade courses for veteran CMPs that helps distinguish themselves in the field.

**Design Target:**
CMPs

**Quotes:**
“‘I would love to be trained and certified, this will be a badge of honor and make me much more marketable and gives me credibility’”
- CMP

“Make it hard to get certification so it elevates a status.” -CMP

![Concept Sketches](image)

**Certification**
Become certified as a champion of reducing food waste
- Gain recognition
- Share your responsibility
- Waste Not. Want not.
**Food Waste Certification**

**Key Questions and Next Steps:**
Determining the relevant governing or sponsoring bodies to work with (e.g.):

- CMP industry bodies like Meeting Professionals International, and Convention Industry Council
- Hotel groups that can help run and facilitate the program
- Food waste expert bodies. Rockefeller Foundation and WWF can play that role.
- Ensure that the accreditation is a considered process that feels aspirational and meaningful to attain.

**Concept Sketches:**
- **Certification**
  - Become certified as a champion of reducing food waste
  - Gain recognition
  - Share your responsibility
  - Waste Not. Want not.
**Event Menu Packages**

**Description:**
- A collaboration tool whereby hotels generate event menu package options based on the most optimal food items available for the hotel and season; with the aim for more considered food menu decision-making that helps reduce food waste.
- Packages can either be upfront prompts for time-crunched CMPs, or tuned based on collaborative discussions with veteran CMPs.
- Each individual package contains key food photography, important figures like costs, nutritional values, flavor profiles etc.

**Design Target:**
Hotel event managers to share with CMPs during the upfront sales conversations.

**Quotes:**
- “It would greatly help save me time, right now the system is a lot of guessing based off experience.” - CMP
- “Every corporate client would love to see options; 1-2-3” - CMP
Event Menu Packages

Key Questions and Next Steps:

• Steps to help collate materials would be to document existing menus in detail and photography that can build into case studies.

• It’s important to demonstrate a collaborative and customizable effort between event managers and CMPs, so as ensure that CMPs feel a sense of personal contribution and effort.
How might we *gather* attendee food preference data that is more *actionable* for effective menu and meal-format design?
RSVP
A set of online interactions for an event attendee to confirm one’s attendance and personal details.

The first set of key moments to engage and prompt insights into attendee’s food profile.
**Eater Profile Tool**

**Description:**
- An input program during attendees online RSVP process that prompts basic food and beverage preferences and profile. This helps build insight critical to refining original projections.
- It can be integrated into event RSVP processes where attendees are already prompted to share basic known details (e.g. which sessions one plans to attend, arrival and departure dates, etc.)

**Design Target:**
Event attendees

**Quotes:**
“A sample size of respondents is often enough to indicate the general patterns of the event attendees.” - Chef

“If I understand the food philosophy, I will be willing to do my part.” - event attendee
**Eater Profile Tool**

**Key Questions and Next Steps:**

- What are low-hanging incentives that can be offered for participation?
- What is the right system of app creation and integration with the hotel to ensure that the hotel staff have real-time access to the data collected?
- Can the data collected about each person be kept in a system for future events.
Event Registration

*How might we gather more accurate data on meal-to-meal attendance?*
CONCEPTS

Event Registration
The on-site moment that an event attendee is personally registering for the event.

For many attendees, the actual moment that the event’s activities feel tangible.

Meal RSVP
Meal RSVP

Description:
- During event registration or hotel check-in a quick survey to gather data from guest/attendees about buffet attendance and food preferences will lead to better projections on food preparation and service.
- Communicating a food waste philosophy and mission and provides tangible incentives for helping input personal RSVPs.
- Subtle prompts can be prompted each day to ensure accurate counts if personal conditions change for an attendee.

Design Target:
Event buffet attendees

Quotes:
“We should really tie in to the connection to the person. Because you did this, you personally saved X food. And its contributed XX…” - CMPs

“If 30% participated, you can get an idea since the demographics are similar.” - Executive Chef
Meal RSVP

Key Questions and Next Steps:

• What is the best format for gaining data? Digital through a tablet of phone or paper survey at the front desk?

• What is the right system and integration with the hotel to ensure that the hotel staff have real-time access to the data collected?

• What prevents people from changing their mind, not attending and skewing the numbers?

• Will this slow down the registration process for the front desk?

• What incentives do we offer to drive participation? Coupon?
How might we fine-tune supply meal-to-meal, and within each meal?
CONCEPTS

Event
A period of days where attendees are busy with the events schedule and networking.

For many attendees, they don’t equate their personal actions with meals provided as having any opportunity costs.

For CMPs and hotel staff, they are constantly monitoring and optimizing the meal production.

Conscientious Consumption Cues
Phasing Down Vessels
Portioned Vessels

Separated Vessels
Pace The Pastries
A La Minute Displays

Food Dispensers
Always-full Chafers
Food Kits 2.0
Conscientious Consumption Cues

Description:
- Sharing the hotel/event's food philosophy for a more sustainable future with written and verbal communications at the buffet check-in, buffet line and dining tables.
- Conscientious consumption reminders can be written on table tents, napkins, to-go bags, boxed lunches or verbalized by the staff during key moments of interaction.

Design Target:
Event buffet attendees

Quotes:
“We have not done a good job educating guest on our philosophy” - Hotel F&B Staff

“Many attendees have aligned sustainability values, but they need a reminder during events because they are not conscious of their actions.” - Event attendee

Food philosophy shared at the dining table  
Food philosophy shared at the buffet
**Conscientious Consumption Cues**

**Key Questions and Next Steps:**

- Work with the marketing team to develop materials that align with the larger sustainability vision.

- Consider the right balance of information which feels impactful and stand out, without being preachy.

- Consider leveraging smart phone apps like social media, web links or QR codes readers to further elaborate on the communication for attendees who are curious.

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**Concept Sketch:**

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**Concept Prototype:**

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Food philosophy shared at the dining table

Food philosophy shared at the buffet
Phasing Down Vessels

Description:
Phase down large trays of food to smaller trays as the meal draws to a close to avoid large amounts of waste in order to keep the buffet looking full for the last customer.

Design Target:
Event buffet attendees

Quotes:
“Smaller vessels help reduce the tension of always needing to replenish a full vessel during slowed down flows.” - Hotel F&B Director

Concept Sketch:

Existing Vessel:

Concept Prototype:

Beginning of the buffet - large platters

End of the buffet - smaller platters
Phasing Down Vessels

Key Questions and Next Steps:

• Utilize existing trays and equipment.

• Start tracking timing on buffet so it’s more planned on when to start sizing down platters

• Consider the type of table decoration displays that can help fill up the table-top empty spaces created from the down-sized vessels.

Concept Sketch:

Existing Vessel:

Concept Prototype:

Beginning of the buffet - large platters

End of the buffet - smaller platters
**Portioned Vessels**

**Description:**
Pre-prep single-serve containers for items like yogurt to avoid wasting large serving bowls that require wasteful replenishment towards the end of meal.

**Design Target:**
Event buffet attendees

**Quotes:**
“I actually like the way this looks better then the big bowls of yogurt and there was a lot of receptiveness during the breakfast session.” - Hotel F&B Director

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**Existing Vessel:**
![Large bowls](image1.png)

**Concept Sketch:**
![Concept Sketch](image2.png)

**Concept Prototype:**
![Individual cups of yogurt](image3.png)
Portioned Vessels

Key Questions and Next Steps:

• Look into piping bags of yogurt to fill individual jars easier and faster.

• Consider what other food items can be served in this manner.

• Consider starting with large serving bowls for large flows, and then moving to individual servings towards the end.
Separated Vessels

Description:
- Offer mixed fruits such as berries in individual trays to avoid wasting expensive items such as out of season raspberries.
- Individual trays will protect fruits from getting smashed as customers serve themselves or picked through mixes to get their favorites. Individual trays of fruit also create visual interest and color.

Design Target:
Event buffet attendees

Quotes:
“This will help us highlight and showcase seasonal fruits.” - Chef
“The separated fruits add color and texture and save the wastage of expensive fruits.” - Hotel F&B Director
Separated Vessels

Key Questions and Next Steps:

• Utilize existing trays and dishes for separating and serving fruits

• Consider the other food items to test out. E.g. Nuts? Granola? Trail mix?
**Pace The Pastries**

**Description:**
- Display pastries in small batches to highlight the deliciousness of the daily baked freshness. This will make the tray look abundant without having to put a lot of supply out on the buffet table.
- As pastries are eaten replace as needed without over flowing.

**Design Target:**
Event buffet attendees

**Quotes:**
“So many pastries go stale from being left out for too long, it’s hard to predict who eats the carbs so we have to display many varieties” - Chef

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![Concept Sketch:](image)

![Existing Display:](image)

![Concept Prototype:](image)

Abundant amount of pastries

Smaller platters of pastries
Pace The Pastries

Key Questions and Next Steps:

- Leverage the fact that pastries are baked daily and highlight today’s offerings
- Look into covers such as the bread box to maintain freshness on the floor and ability to reuse in the cafe.

Concept Sketch:

Existing Display:

Abundant amount of pastries

Concept Prototype:

Smaller platters of pastries
A La Minute Displays

Description:
Remove expensive items that stale fast such as cheese and smoked salmon from the buffet table and offer it only when ordered. A nice display of the item can be created with a note about how to order one or a verbal reminder by the server can be made.

Design Target:
Event buffet attendees

Quotes:
“13 out of the 18 pre-made platters were ordered in the experiment, saving a lot of ham and cheese that normally gets thrown out.” - Chef
**A La Minute Displays**

**Key Questions and Next Steps:**

- Consider the other food items that are expensive but stale fast on the buffet line; e.g. lox salmon, waffles, pancakes

- Adjust the portion size accordingly based on server observation.

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**Concept Sketch:**

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**Existing Display:**

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**Concept Prototype:**

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Serve your self

By order only
**Food Dispensers**

**Description:**
Utilize tall clear cylinders/jars/dispensers to hold whole fruits such as apples and oranges. This kind of display will give an abundant visual and provide a container that allows the fruit to be reused.

**Design Target:**
Event buffet attendees

**Quotes:**
“I like the way this looks!” - Restaurant Manager

“Without a lid we are walking the line with food safety but I can tell the inspector it’s for display only. What we really need are better dispensers.” - Chef

“This will save us lots of time to not have to individually wrap apples.” - Chef

![Concept Sketch:](image)

**Existing Display:**

![Individually wrapped apples](image)

![Apples and oranges in clear towers](image)

**Concept Prototype:**
Food Dispensers

Key Questions and Next Steps:

• Consider easy-to-use lids, to further preserve the reusability of fruit.

• Consider how best to display the towers so that attendees don't assume that the fruit are only for display.

• Look into purchasing new food dispensers.

Concept Sketch:

Existing Display:

Concept Prototype:

Individually wrapped apples

Apples and oranges in clear towers
Always-full Chafers

Description:
Chafers with adjustable tray heights that can create the visual effect of a full chafier, even with less food portions during the final phases of a meal event.

Design Target:
Event buffet attendees

Quotes:
“That’s an amazing idea! I’d love to see a product like that.”
**Always-full Chafers**

**Key Questions and Next Steps:**

- Need to prototype practicality, given that chafertray depths are quite shallow to begin with.

- Modify existing equipment to have retractable features or false bottoms.

*Concept Sketch:*
**Food Kits 2.0**

**Description:**
A fresh look at elevating the “Box Lunch” experience. New reusable packaging with food philosophy messaging and new food offerings with the same portability features. New formats can include a “Build Your Own” lunch box or “barter table” for exchanging items for more of what you like. More interactions can increase networking opportunities while working within time constraints. Speed dating meets grab-n-go lunch.

**Design Target:**
Event Attendees

**Quotes:**
“Boxed lunches feel so juvenile.” - Event Attendee

“Why is boxed lunch the same old sandwich, chips and a cookie?” - Event Attendee

“Boxed lunches is a lot of packaging waste, I wish there was another format.” - Event Attendee

Concept Sketch:
Food Kits 2.0

Key Questions and Next Steps:

• Source new packaging

• Reinvent the menu to be more than sandwiches and a bag of chips

• How do we give consumers options?

• Make lunch options easy to find and modify for people with strong preferences.

• Leverage social interaction and responsibility with the boxed lunches
PRINCIPLES

Principles for Food Service and Presentation

• Create a hybrid buffet/plated meal by serving individual dishes at the buffet table. This gives flexibility to scaling down as the event/meal slows down.

• Separate ingredients when possible to give customers choices while maintaining the freshness of the ingredient/food.

• Phase down large plates of food as the event/meal moves through the program and less people are eating. Replace with smaller platters that still look full for the last customers.

• Use dispensers, jars and dishes with lids to preserve leftovers.

• Display foods horizontally instead of stacking to give the appearance of a full platter and highlight that it’s made fresh daily.

• Offer some foods only as ordered to avoid wasting expensive items like cheese.
Event Exit

How might we track, capture, and analyze consumption data to inform future events?
**CONCEPTS**

*Event Exit*

Blurb about this key moment

*Resourcefulness Report*

*Weekly Wow Shares*
Resourcefulness Report

Description:
- An end-of-event report that captures important stories and data collected throughout the event that can help CMPs position themselves in front of clients as rigorous and considered professionals.
- Impact facts, figures and stories show how considered food menu planning upfront in the process led to efficient minimization of food waste.
- Stories of social impact and local community contributions with rescued food also build into the larger corporate client goals of the event.
- The information feeds into a virtuous cycle for next upcoming events.

Design Target: Hyatt event managers to share with CMPs and their corporate clients during the conclusion of the event, that has relevance to future event planning.

Quotes:
“Whoever makes this app will be a millionaire! If I can use this info with my corporate client and show them I saved them money and helped the world then I will be a hero.” - CMP

“I do recaps with the hotel event managers but nothing is formalized with data that’s the kind of stuff that can be marketed.” - CMP

“Social impact and how the event helped contribute to the local community are becoming bigger objectives, especially with tech companies” - CMP
Resourcefulness Report

Key Questions and Next Steps:

- The report and content needs to be flexibly repackaged for CMPs’ own formats.

- Consider the key stakeholders who are best positioned to be capturing the multiple observations and data throughout the event; even consider the CMP as part of the team.

- Content should be an integrated story into the overall corporate client’s priorities to be relevant.

- Consider what is the most relevant, timely moment to potentially share this story with event attendees as a way to create a personal involvement with the overall program.
**Weekly Wow Shares**

**Description:**
A knowledge-sharing tool that empowers key hotel staff to share emerging experiments and best-practices with others across hotels within the same group.

**Design Target:**
Hotel chefs, F&B directors, banquet managers, etc.

**Quotes:**
“We use to have a tech-team of chefs that would share pictures on social-media but it became a game of photos and food porn and less about data and strategies.” - Chef
Weekly Wow Shares

Key Questions and Next Steps:

- What’s the best format for sharing internally and across multiple properties?
- Who is most responsible for curating information?
- How might we use visuals to make the content interesting?

Concept Sketch:
CONCEPTS

Smart Project Reports
Based on:
• Past patterns and data
• What we know about your conference
Here are some potential considerations:
• Reduce the amount of carbs, given the Midwestern attendees
• Balance out the coffee supply with tea selection
• etc.

Food Philosophy
Data Bank Program
Food Waste Certification
Event Menu Packages
Eater Profile Tool
Meal RSVP

Conscientious Consumption Cues
Phasing Down Vessels
Portioned Vessels
Separate Vessels
Pace the Pastries
A La Minute Displays

Food Dispensers
Always-full Chafer
Food Kit 2.0
Resourcefulness Reports
Weekly Wow Share
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