

APPENDIX J: FUTURE OF THE BUFFET

WWF worked with IDEO, a global design company committed to creating positive impact, to envision and prototype a “Buffet 2.0” system, where food waste would be reduced through more cross-sharing of purpose, data and tools across key stakeholders.

SALES CONVERSATION SOLUTIONS

Interactions between the client, CMP and hotel event staff that move an RFP to an approved event order. Opportunity to create upfront content, tools and resources to influence informed menu choices.

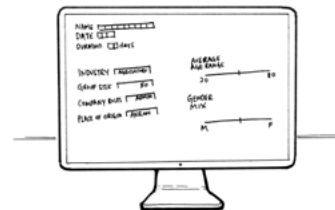
FOOD PHILOSOPHY

Create a philosophy of how the hotel/client values food. Expose the context of food waste while presenting an inspiring goal to be achieved through collaboration. Use in sales and event planning conversations and on the buffet as a conscious consumption cue.



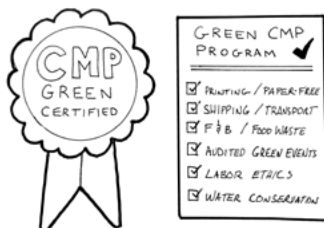
DATA BANK PROGRAM

Make smarter procurement decisions using historic data trends and case studies on attendance and food consumption from similar properties/events. Create a property data bank and/or contribute to a shared data bank with other properties in the brand and industry



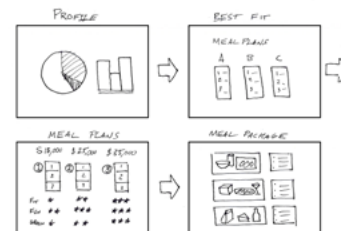
FOOD WASTE CERTIFIED MEETING PLANNERS

Develop working relationships with meeting planners committed to sustainability and waste reduction. If available, consult certifications or courses distinguishing food waste conscious CMPs.



WASTE REDUCING MENU PACKAGES

Generate menus optimizing available and seasonal food resources with the aim of reducing food waste. These packages should be “plug and play” or adaptable, based on client needs.

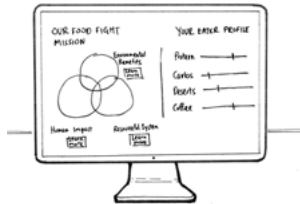


GUEST FORECASTING SOLUTIONS

Inform procurement and day-of food preparation using information gathered during online and on-site interactions with guests.

EATER PROFILE TOOL

Collect basic food preference information from guests during event registration or at another point to inform procurement and/or prep.



MEAL RSVP

Gather data on meal attendance during event registration or at check-in. Subtle prompts during the event – on an event app, if available – can keep unneeded food off of buffets.



MEAL SERVICE SOLUTIONS

Attendees are busy with the event schedule. Hotel staff and CMPs are monitoring and optimizing meal production, adjusting portions and service based on attendee behavior.

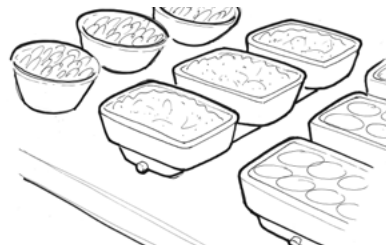
CONSCIOUS CONSUMPTION CUES

Share the hotel/event's food philosophy with verbal prompts and written communications at buffet check-in, buffet lines and on dining tables. Display options include table tents, napkins, lunch boxes, to-go bags, etc.



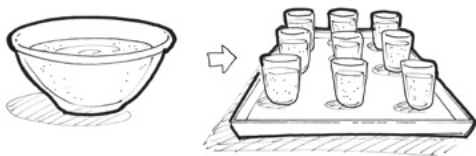
PHASING DOWN VESSELS

Put out increasingly smaller trays of food as meal service ends. This minimizes unrecoverable food left on the buffet, maximizes the possibility for donation and keeps the buffet looking full for the last guest.



PORTIONED VESSELS

Prep single-serve dishes for items like yogurt to avoid wasting large amounts, guide portions to prevent waste on the plate, and to increase aesthetic appeal.



SEPARATE VESSELS

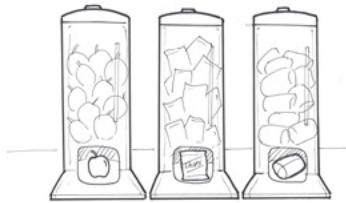
Separate mixes like fruits to create visual interest, avoid wasting out-of-season items, and prevent items from being smashed as customers pick through the mix.



MEAL SERVICE SOLUTIONS CONTINUED

FOOD DISPENSERS

Use tall, clear cylinders/jars/dispensers to hold items like apples. This adds visual appeal and unclaimed items are food safe for reuse on future buffets.



A LA MINUTE DISPLAYS

Instead of allowing expensive items like cold cuts, cheeses and cured fish to stale in on the buffet, display an a la minute plate that can be ordered from banquet servers.



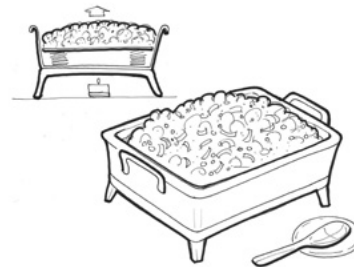
PACE THE PASTRIES

Display pastries and breads in small, horizontal batches instead of in piles or bowls. Call attention to any house-baked items as specialty.



ALWAYS FULL CHAFERS

Use chafers with adjustable tray heights that create the visual effect of a full chafier.



FOOD KIT 2.0

Elevate your boxed lunch experience. Use reusable or otherwise sustainable packaging printed with food philosophy messaging. Formats could include a “build your own” lunch box or a “barter table” for exchanging items. This can prevent waste of standard snack options while encouraging interaction between guests.



TRACKING CONSUMPTION DATA SOLUTIONS

After the event, provide an opportunity to exchange data between the hotel, meeting planner, client, and other partners to inform future events and benchmark successes.

RESOURCEFULNESS REPORTS

Share a report with meeting planners and clients that summarizes experiences and data from the event, showing the connection between thoughtful event planning and maximization of procured food. Donating leftover food to local groups can also contribute to the client's CSR goals. This information can help institutionalize waste reducing practices for hotels, planners and clients.



WEEKLY WOW SHARE

Share emerging experiments, experiences and data (anonymized, if necessary) with your local group, brand or industry.

