

STRATEGIC ROADMAP



VISION

By 2019, The Hotel will be recognized as a pioneer of food waste management. We will accomplish this by educating staff and engaging guests on how to prevent waste, as well as developing a mature food rescue program. By doing so, our food waste management program will be the model for other properties in our network.

STRATEGIC DRIVERS

Sales	Training	Donation	Measurement
-------	----------	----------	-------------

KEY STRATEGIC INITIATIVES

Cultivate working food waste prevention partnerships with clients	Develop one-pager for onboarding new employees and for clients	Identify multiple partners for specific purposes and needs	# of events sold with zero-waste menus
Create seasonal (low-waste) sustainable menus	Create food rescue standards	Partner with others	# of calls from clients requesting zero-waste menus
Empower staff to make waste-reduction decisions	Implement item level over-production log with established thresholds	Give donation options to guests, recognize groups who are engaged in the process	# of restaurant clients that choose zero-waste menu items sold, percentage of total sales

MISSION

We prevent food waste by using food to its highest potential for the benefit of our community and the earth.

