

GETTING STARTED



A quick step by step guide to protect your profits and our planet by reducing wasted food.

wrap



GUARDIANS
- OF GRUB -

WHAT'S IN THIS GUIDE?

Guardians of Grub is a united collective from across the Hospitality and Food Service sector set up to reduce the food we waste, to defend your profits and help protect our world.

Wasted food costs food businesses [£10,000 on average per site every year](#).

And a whopping 75% of this food could have been eaten!

This guide will give you the tools you need to identify hotspots and could save your business money.

Ready to give your business a boost? Let's get started!


GOOD TO KNOW:

As well as saving you money, this guide helps towards meeting your business' legal obligations. Check out the [Waste \(England and Wales\) Regulations 2012](#) and the [Waste \(Scotland\) Regulations 2012](#) and [Northern Ireland Guidance for 2015 Regulations](#) for further information.



3 IS THE MAGIC NUMBER

There are just three actions to making a difference:

 Join the Guardians of Grub campaign and take the **pledge** to demonstrate your commitment to rise up against wasted food.

 Select your **Guardians of Grub Champion** to lead the troops.


 Follow the principles of **Target Measure Act**; set a food waste reduction Target, Measure and take Action

Target
Measure
Act



TAKE THE PLEDGE


By signing the Guardians of Grub [pledge](#), you will be joining the united collective from across the Hospitality and Food Service sector; businesses who are committed to reducing wasted food and its impact on your profits and our planet.



[HOME](#) [CASE STUDIES](#)

BECOME A GUARDIAN TODAY

It's your time to be a hero – join us in the fight against food waste by becoming a Guardian of Grub. We are the carers, protectors and defenders of food. Everyone from the sous chef to the CEO has a role to play in reducing food waste in our industry, to defend not only our profits, but to help our planet too.



As a Guardian of Grub, I pledge to be the driving force behind reducing wasted food across the Hospitality and Food Service sector. I will increase awareness of the issue, track, measure, save and report on wasted food in our business, and do all I can to embed behaviour and working practices that will positively impact the environment, our business and communities.

NAME	
EMAIL	
COMPANY NAME	
PLEASE SELECT	-
SELECT INDUSTRY	-

I agree to the Terms and Conditions

CHOOSE A CHAMPION

Before we get into the Guardians of Grub tools and tricks, business owners will need to identify the right person to make change happen; someone passionate about making a difference.

A CHAMPION.

Your Champion needs to rally the troops. Explain why every member of staff is a Guardian of Grub, and implement regular meetings so that everyone has a voice. Making sure staff are empowered to bring ideas to the table will help get them excited about protecting your profits and our planet.

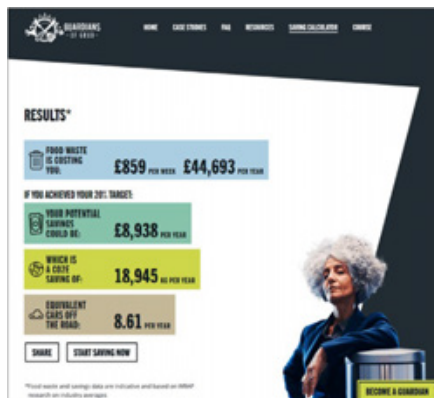
BUT NO HERO STANDS ALONE.

You'll also need to appoint a Deputy Champion, a second-in-command to cover while your Champion is away and to help implement the tools. And we have a range of engaging materials that will help get everyone on board which you can find [here](#).



TARGET

To set your target and see the impact it could make to your bottom line and the environment, plug your estimated cover numbers into our Guardians of Grub Cost Saving Calculator [here](#). It's free to use and takes less than a minute.



You decide when your target starts, and how frequently you review progress. Why not start with a 20% target for the first month, and then review how achievable this would be for you over the first year.

And if you're thinking "Does tracking food waste really work?" The answer is "Yes".

Whether you're a local café or operate across multiple sites the Guardians of Grub tools and techniques are already helping companies save money and protect the planet. Check out some of our case studies [here](#).

CASE STUDY

[Thwaites](#) launched a food waste tracking trial in September 2019 using the Guardians of Grub tools. Over four weeks all three sites saw an average 38% reduction in food waste, hear how their team found getting involved.



MEASURE

Now you have your target it's time to measure food waste. We recommend that you use four containers and download the labels [here](#).



PREPARATION

Food that is thrown away during preparation, such as offcuts.



SPOILAGE

Food that's damaged or out of date, such as vegetable spoilage.



PLATE WASTE

Food that is left on plates such as chips and garnishes.



OTHER

Other types of food thrown away, such as food that is ready to serve but not eaten, e.g. over production, buffet.

ACT

So far, so simple. You have great intel on your food waste. And you have your target.

Now it's time to Act. Follow these seven simple steps and you'll be well on your way to saving money and helping to save our planet.

SPOILAGE

1. Smart ordering
2. Savvy storage

PREPARATION

3. Smart menu
4. Essential skills

PLATE

5. Right portion sizes
6. Engage customers

OTHER

7. Surplus and food waste collection

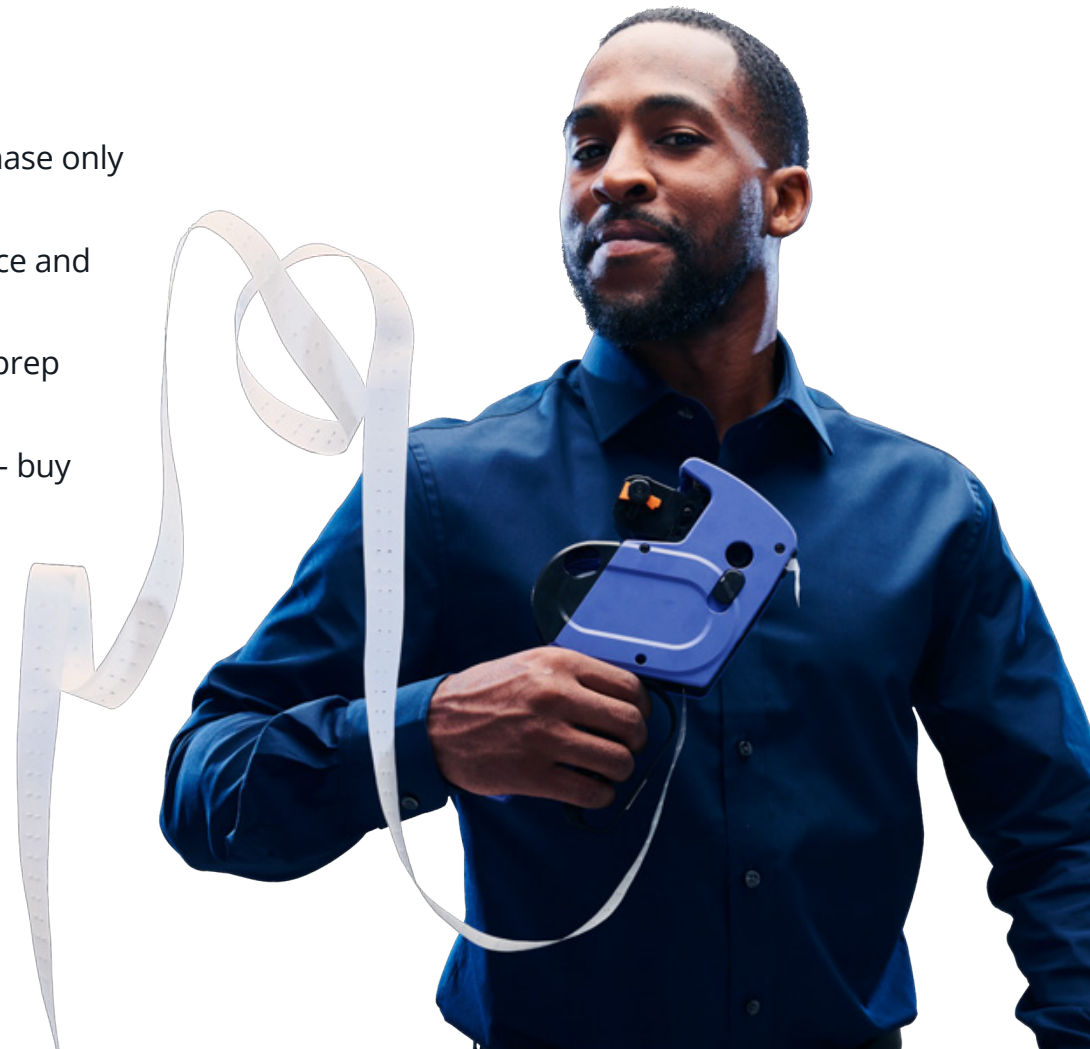
For more information on the steps above, there's a handy one pager [here](#).

ACT

SMART ORDERING

Follow these simple steps could help turn purchase ordering into increased profit.

- **CHECK** – Brief your team to check your stock regularly and purchase only what you need.
- **FREQUENCY** – Order less but more often to save on storage space and keep food fresh.
- **SUPPLIERS** – Order meat and fish cut to specifications – to save prep time and leave less food to throw away.
- **BULK BUY** – If items are non perishable or if it fits with demand – buy in bulk.
- **JUST-IN-TIME** – Work with your suppliers to arrange just-in-time deliveries.



ACT



SAVVY STORAGE

Well organised storage increases efficiency and avoids unnecessary food waste.

Some good tips for storing:

- Label items with purchase and use-by dates (if applicable).
- F.I.F.O. First in, first out! Store new items at the back to ensure older items are used first.
- Store food as soon as it is delivered. Avoid overloading the fridge or freezer.
- Use airtight containers or vacuum packing to keep already prepared food fresh for longer.
- Revise shelf/storage plan frequently to ensure that it reflects your menu.
- Consider using frozen, dried, bottled or tinned goods as alternatives to fresh ingredients where quality is comparable.

Visit the [WRAP website](#) for more guidance on labelling.



**CLEVER
STORAGE =
LOWER RUNNING
COSTS AND
HIGHER
PROFITS**

ACT



SMART MENUS

Too many choices can be overwhelming for customers and reducing your SKUs can really help increase efficiency.

Review your menu with our Menu Planning slides which you can find [here](#).

CASE STUDY

The Airport – a busy pub in Manchester Airport – found that 88% of their waste was coming back on customers plates.

By making simple menu changes – such as serving ‘naked’ burgers without buns unless requested they saved nearly £3,000 in the first four weeks alone! Read the full case study [here](#).

**THE AIRPORT:
SAVED
NEARLY
£3000
IN 4 WEEKS**

CLEVER IDEAS TO REVIVE YOUR MENU

- Explore ways of using the same ingredients for different dishes.
- Employ cooking methods for making the most of meats, fruit and vegetables and herbs.
- Be creative by using leftover ingredients and offcuts.

Do something **SPECIAL** and offer:

- Chef or lunch specials to use up excess ingredients.
- Garnishes and side orders by request to give customers the choice of what and how much they want to eat.
- A range of portion sizes.



ACT

ESSENTIAL SKILLS

Getting your staff excited about protecting your profits and our planet, couldn't be simpler.

We have a range of [engaging videos](#) and [printed materials](#) that will help get everyone on board available on our website.

We recommend staff start with the [Cost Savings Skills Course](#) which will give them all the basic information they need in just fifteen minutes.

Inspiration can come from anywhere and everyone should have a voice, so make sure your Champion has regular staff meetings to capture valuable ideas during the process and is given the appropriate authority and support.

The [Food Waste Reduction Action Plan](#) is a great tool for capturing ideas and making sure tasks are completed.

Reach out to wider staff / senior management team why not share the Business Case Presentation with them [here](#).

“In the Cost Saving Skills Course every subheading was broken down and explained, easy to follow and leaves you feeling motivated.”



ACT

DEVELOPING SKILLS

Knowledge is power! Guardians of Grub: [Becoming a Champion](#) course is a behaviour change programme ideal for those organisations committed to taking action through a combination of learning and food waste measurement.

Participants have access to:

- Certificates
- Resource Toolkit of templates and how to guides

This course will take your skills to the next level and make a positive difference to you, your profits and the planet.

If you're a business that wants to take part, contact guardiansofgrub@wrap.org.uk.



BECOMING A CHAMPION

"I am really impressed with the quality of the Guardians of Grub: Becoming a Champion training materials. I am enjoying the online course, and find the case studies and podcasts inspirational, you can't beat hearing success stories from industry experts and respected chefs and businesses. The savings on the bottom line and positive impacts on sustainability are there for the whole industry to maximise, Guardians of Grub is a great platform to get involved and get results"

Marten Lewis - Bluestone

"Using the Becoming a Champion tools, I have taken staff through a short introduction and they are responding very positively. All the information is very straightforward, easy to understand and it's adaptable to the way we work here. I can show staff our measurements of the wasted food we collect and it will lead to behaviour change, it's as simple as that."

Cameron White - Assistant Catering Manager, Bettys

ACT

RIGHT PORTION SIZES

Keep an eye on the weight of your “Plate” container. Our goal is to get this as close to zero as we possibly can whilst keeping customers happy.

Common sources of food left on plates are side dishes like chips, bread and vegetables. And obviously this is great intel on whether your portion sizes are too big.

Encourage front-of-house staff to chat to customers about your efforts to reduce food waste and find out what they think about portion sizes.

CASE STUDY

The Ship Inn in Cumbria, cut food waste by a massive 67% by offering smaller portion sizes, particularly chips and putting out smaller portions of sauce. You can read the Full case study [here](#).

THE SHIP INN:
67%
FOOD WASTE
REDUCTION



HOW CAN I REDUCE LEFTOVERS?

1 Offer portion size options

2 Offer side dishes as options or by request

3 Offer take away “doggy boxes”



ACT

ENGAGE CUSTOMERS

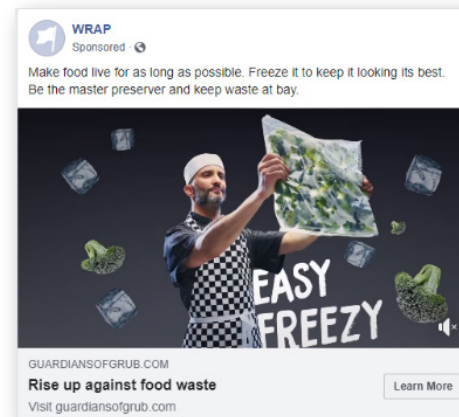
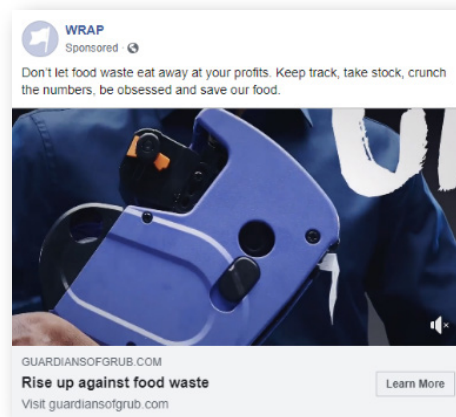
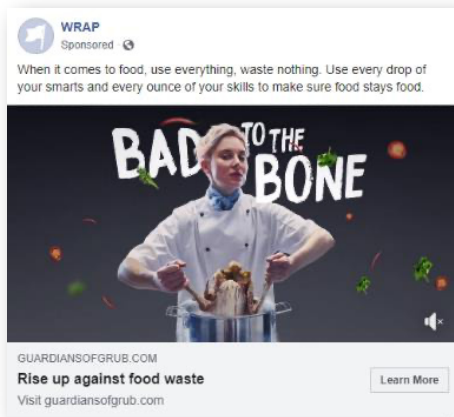
81%* of the UK population care about the climate crisis and 32%* see a link between food waste and the environment.

Furthermore, the most recent FSA Consumer tracker shows that after Food Safety, the next most important issue to 57%** of your customers is food waste.

This is a great opportunity to talk about what your business is doing to protect the environment. And getting customers onside isn't just good for your reputation, it could help save you money too.

You don't have to wait until they walk through the door to get them excited about what you're doing to help to save the planet. There's a bunch of social media goodies [here](#).

FOR 57% OF CUSTOMERS FOOD WASTE IS AN IMPORTANT ISSUE



*Source: WRAP, Life under Covid-19: Food waste attitudes and behaviours in 2020

**Source: FSA's Public Attitudes Tracker Survey Wave 19 results published

ACT

ENCOURAGE CUSTOMERS TO TAKE HOME YOUR FOOD AND ENJOY LATER

Get staff on board by explaining why you are reducing food. Speak to your local Environmental Health Professional about the options available for customers to take food home, for instance:

- Takeaway containers – encourage customers to bring their own, or provide them yourself (make sure they are new and food grade).
- Labelling the container with storage advice reminds customers about food safety and promotes your business.
- Find out more from the [Food Standards Agency](#) and [CIEH](#).

To find out more about what your customers think and how to reduce plate waste, check out the Love Food Hate Waste information [here](#).



WHAT TO DO WITH SURPLUS FOOD

So you've done everything you can to prevent wasted food. But if you've still got surplus that's fit to eat the next best approach is redistribution.

Consider working with a local or national food redistribution organisation.

Doing the right thing will make you feel good and could have a positive impact on your local community.

Here are some useful links:

[WRAP's Food Surplus Network](#).

The [Sustainable Restaurant Association redistribution guide](#) gives you all the information you need on redistribution organisations for hospitality and food service.

FOOD WASTE COLLECTION

For food that's unfit to eat - find out from your local waste management contractor if they offer recycling collections.

For more information on how to ask your Waste Collector to provide you with food waste data click [here](#) for a useful guide

? TIP

Interested in the bigger picture of throwing away less food? The [Waste Hierarchy](#) is a guide to managing resources in harmony with the environment and your business needs. It will also help you meet your business' legal obligations.



KEEP IT GOING

Reducing wasted food is all about teamwork. So it's important that your Champion checks in with staff on a regular basis. And we're not just talking about implementing the tools and ideas above. It's about sharing successes, sharing ideas and communicating goals. Here are some ideas to get your team talking.

OUTLINE THE GAMEPLAN

- Let staff know why you're tracking wasted food
- The nuts and bolts of how tracking works.
- What actions you've taken to reduce food waste.
- What you plan to do next.
- And how they can get involved.

GENERATE BUZZ

- Use the [campaign assets](#) to promote internally and externally.
- Use staff meetings to share your successes.
- Make space on a notice board for ideas and updates.
- Highlight top staff ideas.
- Set goals and targets.
- Create league tables to create a bit of friendly competition.
- Reward staff for their efforts – whether that's celebrating their work in staff meetings or introducing incentives.

REAP THE REWARDS

- Communicating effectively can help win wider action across the business.
- Gain support from colleagues.
- Boost team morale.
- Keep clients happy by reducing their disposal costs.



WHAT IS OUR COMMITMENT TO TAKE ACTION ON WASTED FOOD?

PHASE 1. As a business, we will join* the campaign at guardiansofgrub.com by signing the [pledge](#) and downloading the free [resources](#) and tools to measure our food waste and shout about how and why we support the Guardians of Grub campaign.

PHASE 2. We will appoint a Guardians of Grub Champion and will regularly review our food waste figures. We will share our learnings on reducing wasted food and support Guardians of Grub to rise up against food waste.

PHASE 3. We commit to setting a food waste reduction target, measuring and taking action to reduce our wasted food. We will get our kitchens briefed and set up to measure using Guardians of Grub operational resources and will use the [Campaign Guide](#) to encourage others to take part.

* WRAP will share hints, tips and advice for reducing our food waste as well as exclusive content and support.



GUARDIANS OF GRUB CHECKLIST

- **Find out** how much money and carbon equivalent we could be saving over a year by reducing wasted food with the [simple calculator tool](#) – all you need is estimated cover numbers
- **Commit to Target, Measure, Act.** Set a **Target** for reducing food waste, start **Measuring** your waste, then **Act** to tackle it. A 20% reduction **Target** is a good place to start
- **Get our staff on board** by explaining why the organisation is reducing food waste. [The 15-minute Cost Saving Skills course](#), [90 second video](#), [posters](#) and [presentation](#) can help
- **Make sure all our staff understand** what they need to do with food waste during the review. Put up posters, and use social media to get people excited
- **Find a Guardian of Grub Champion** to drive the process on site but make sure all staff understand what is happening during the review and can take part
- To capture the food thrown away, **set out separate containers** for Spoilage, Preparation, Plate and 'Other'. [Label](#) the containers so that staff know where to put the food – everything you need is in the 15-minute Cost Saving Skills course

GUARDIANS OF GRUB CHECKLIST

- **Weigh the containers** containers and record each type of food thrown away each day on the [7 day tracking sheet](#)
- **Input your figures** into the [Food Tracking Calculator](#) or Unilever Food Solutions' free [Wise Up on Waste](#) online tool. This calculates how much wasted food is costing you and shows the potential savings your business could make over a year
- **Share** Tracking Calculator figures confidentially with WRAP at guardiansofgrub@wrap.org.uk
- **Work through** the [Summary Checklist](#)
- **Review your waste figures** with staff weekly and make talking about ways to save food a regular topic of staff meetings. Get staff thinking about where your waste comes from, and why, and make sure everyone feels they can take part. Show the charts from the Tracking Calculator
- **Plan actions** to reduce the amount of food your business throws away. Tonnes of ideas and inspiration for food saving tips can be found in [6 Ways to Save Food Poster](#), [case studies](#), [the food saving masterclasses](#) and the [15-min Cost Saving Skills course](#). Record these actions in your [Food Waste Reduction Action Plan](#) and keep track of their progress
- **Go public** and talk about your savings and successes – and consider signing up to the UK [Food Waste Reduction Roadmap](#) and [Courtauld Commitment 2025](#)

THANK YOU!

You now know how to become a Guardian of Grub and to apply the principles of Target, Measure, Act.



But this is just the start of the journey; so keep going, sign the pledge [here](#) and tell us how you are progressing at guardiansofgrub@wrap.org.uk - we'd love to hear from you!

So, what are you waiting for?

Protect your profits and our planet.

