



Hospitality and Food Service

Food Waste Action Week
Activity Pack

17 – 23 March 2025



What's in this pack?

Quick links to the pages in this pack:

Introduction and welcome

03

Why take part?

- Theme
- Food hero

04

How to take part

- Ideas pick 'n mix

05

How to take part

- Assets to use

06

Food Waste Action Week
for customers and staff (as
citizens) in their homes

10

Sponsorship
opportunities

11

Welcome to the Food Waste Action Week 2025 Activity pack

Our task is to drive down food waste to at least a 50% reduction by 2030 to meet the [SDG12.3](#).

To help drive the energy and action required to achieve this goal, Guardians of Grub are joining in with Food Waste Action Week 17 – 23 March 2025.

We invite you to join us! As a united voice, we can make a lot of noise about the action the sector is taking and engage those who still need to take their first step to rise up to the challenge of food waste.

This pack is primarily aimed at driving action within the Hospitality and Food Service sector, reaching out to staff, teams, senior management and supply chains.

We also encourage you to reach out to your customers and staff, as citizens, during Food Waste Action Week to tackle food in their own homes via [Love Food Hate Waste](#).



BUY ONLY WHAT YOU NEED. WASTE LESS.

Why take part?

It's vital that we all come together to tackle the root causes of our sector's food waste and there's no better time than during Food Waste Action Week!

Our sector throws away 1.1m tonnes of food every year!

75% of the food wasted could have been eaten, costing the sector £3.2 billion annually.

Saving food from the bin cuts your costs, saves you money and enables you to get the greatest value from money already spent on the food you've purchased.

Our food hero for this week: Potatoes

Why? Potatoes are the most wasted food across the sector.

(1) (2) **23% of total food waste in the Hospitality and Food Service sector is from potatoes.**

(1) **193k tonnes of potatoes that could have been eaten are binned each year, across the Hospitality and Food Service sector.**

(1) WRAP report 2013 (2) Total food waste includes 21% avoidable and 2% unavoidable

Protect your profits... and our planet!

Our Food Waste Action Week theme this year:
'Buy what you need, avoiding the 'just in case' purchases.'

Why?

Almost 20% of food purchased by the Hospitality and Food Service sector is binned.



How you can take part

Ideas for Food Waste Action Week (FWAW) activities

On the following pages, we share some ideas for activities you could consider doing to join in Food Waste Action Week.

1

Full internal campaign to inspire your teams

Use all our assets and information to run your campaign to kick-start or reinvigorate your food waste prevention action.

Suggestions: Invite staff to get involved in organising activities, set up a staff competition, invite staff to share ideas for food waste prevention over a shared leftover lunch, put up the posters to inspire involvement, add to your internal newsletter.

Remember to tag Guardians of Grub LinkedIn and/or Insta accounts so we can like & share your amazing activities!



2

Social: Follow us and like & share [Guardians of Grub LinkedIn posts](#) on social media, along with your thoughts in the repost.

3

Social: Write your own posts and tag Guardians of Grub – if you have time, record a short video and share.

4

Staff competition: E.g. Ask staff to create a social media reel to share the FWAW message or share the food waste prevention actions you are taking.

5

Email: Send an email to your supply chain and encourage them to take action and join in FWAW.

6

Blog: Write a blog to share the actions you are taking to prevent food waste and why.

How you can take part

Assets you can use

All assets are under embargo until 17 March 2025 as we would like to launch the campaign with a loud, united voice!

Feel free to use our Food Waste Action Week assets:

- **Social media** – already sized for LinkedIn and Instagram (plus stories)
- **Website image** – for inserting into pages
- **Staff posters** – both A5 and A3

All assets have been uploaded to GuardiansOfGrub.com/Resources



USE
CHUCK

ALMOST 20%
OF FOOD PURCHASED
IN THE HOSPITALITY
AND FOOD SERVICE
SECTOR ENDS UP IN
THE BIN

BUY ONLY WHAT YOU NEED. WASTE LESS.

 GUARDIANS
- OF GRUB -
From
WRAP

How you can take part

Collaborating through websites, driving long term engagement

Add a small piece of content & link to your website and/or staff intranet

One action that will only cost you a little bit of time and which will add huge value to both your business/organisation and Guardians of Grub is to add a small piece about Guardians of Grub to your website and/or intranet that links to our website.

Why?

- This is mutually beneficial – you will make it easy for your staff and supply chain to access our free tools and resources which will help boost your food waste prevention actions, and those of your supply chain.
- It'll help us engage with many more professionals across our sector through a trusted source.
- Once you've created this space on your website and/or intranet, you only need to update it to add a small piece about the next campaign. It'll be a lasting legacy from your involvement with our campaigns.
- It'll help boost your presence within the sustainability world by demonstrating long term commitment to taking action and influencing the sector.



Take a look at the next page for some suggested content

How you can take part

Guardians of Grub | WRAP: standing up to food waste

– your practical toolkit for cutting food costs, saving money and protecting our planet.

Did you know:

Every year, 1.1m tonnes of food is thrown away across the Hospitality and Food Service sector. And, 75% of the food wasted could have been eaten, costing the sector £3.2 billion!

By embedding robust, simple and measurable food waste prevention action plans within your everyday food operations, you can cut your costs, save money and protect our precious planet all at the same time.

Simple, easy steps

The best way to set up a food waste prevention system that'll stand the test of time is to embed the simple principles of [Target-Measure-Act](#).

We've got everything you need on our website:

- **Take our [Cost savings skills course](#)** - Upskill you and your team in Target-Measure-Act by taking our short online course (less than 30 minutes).
- **Use our [Savings calculator](#)** - Explore how much money and carbon equivalent you'll save.
- **Download and use our [resources](#)** – we have all the forms and guidance that you'll need to get started.

Make a more formal commitment to achieving your food waste prevention and cost cutting goals by signing up to the [Food Waste Reduction Roadmap](#).

Keep up to date with the latest food saving [campaigns](#).

**Suggested copy for your website
& link to Guardians of Grub**



How you can take part

Food Waste Action Week | Hospitality and Food Service

17 – 23 March 2025

Get your thinking caps on and rev up the energy to rally the team to join in Food Waste Action Week.

Join together with us across the sector, as a strong united voice, to rise up to food waste and celebrate all the amazing, innovative food waste solutions the sector is generating.

Our Hospitality and Food Service theme for 2025:

Buy only what you need, avoiding the 'just in case' purchases.

Why? Almost 20% of food purchased by the sector is binned.

Our food hero: the humble spud!

- Potatoes are the sector's most wasted food.

Keep it simple - Explore ways you and your teams would like to take part.

Simple things like these will help to ignite longer term action:

- Put up Food Waste Action Week posters in the staff area.
- Arrange a sharing lunch to chat about taking action to reduce your food waste.
- Set a challenge for the team to complete our Cost Savings Skills course by a specific date.
- Share the Food Waste Action week creatives on your social media account(s) to show your support for tackling food waste and to inspire the wider sector, including your supply chain.

For further details visit our website www.GuardiansOfGrub.com

Share our Partners Activity Pack and use our [Food Waste Action Week resources](#).

Suggested copy for your website & link to Guardians of Grub



**ALMOST
20%**

OF FOOD PURCHASED
IN THE HOSPITALITY
AND FOOD SERVICE
SECTOR ENDS UP IN
THE BIN

BUY ONLY WHAT YOU NEED. WASTE LESS.



GUARDIANS
- OF GRUB -
from
WRAP

Food Waste Action Week for saving food at home... ...your customers and staff (as citizens)



Prepared to go the extra mile?

How about sharing Food Waste Action Week with your **customers and your staff** (as citizens) to save food from the bin in our homes?

Our Love Food Hate Waste team is championing the important message of buying fresh fruit and veg loose.

It's a win:win! Buy buying your fruit and veg loose, it means you can choose how much you buy without being restricted by pack sizes plus you avoid unnecessary packaging, particularly plastic.

[Download the Love Food Hate Waste Partners' Toolkit for further details.](#)

Supporting our ambitions – sponsorship / funding opportunities

We are all caretakers of our planet and its precious resources. We all have a vital role to play.

At [Guardians of Grub](#), we 'd love to engage many more businesses and organisations across our Hospitality and Food Service sector **to inspire and support them to embed long-term measurable actions to tackle their food waste.**

If you are interested in supporting us then please [get in touch](#). The sector currently bins 1.1m tonnes of food. 75% of the food wasted could have been eaten costing the sector £3.2 billion.

There are different sponsorship/funding options so that we can support the sector both for today and all the tomorrows yet to come.

We currently offer our resources, guidance and campaigns on the website for free and we'd love to continue to do this and support many more of our sector to kick-start their food waste prevention action. We're here for all businesses and organisation across our sector from large to SMEs, including schools and hospitals.

We also have aspirations to use our learning at Guardians of Grub as a blueprint to help others across the food supply chain to tackle their food waste too.





Thank you.

guardiansofgrub@wrap.ngo

