



## **Iberostar Hotels & Resorts Reduces Food Waste by 28% in the First Half of 2023 with AI Implementation in its Hotels**

*As part of its ambitious Agenda 2030, Iberostar is working to be waste-free by 2025 and carbon neutral by 2030*

July 31 2023 - Iberostar Hotels & Resorts and Winnow are celebrating a successful partnership in the first half of 2023 by reducing food waste and achieving significant progress in their journey towards a waste-free future by 2025. With Winnow AI technology now installed in 48 of the 100+ Iberostar hotels globally, this progress includes:

- **Cutting food waste by 28 percent** in hotels with AI technology installed and onboarded
- Globally hotels using AI technology are **saving 1.5 million meals** per year which is well on our way to reaching our target of **5.3 million meals**.
- Globally and from January - June 2023:
  - **735K** total meals saved
  - **11 percent** reduction in waste weight
  - **1,264 tons** of CO2 saved
- From a climate perspective, this translates to **2,500 tons of CO2e reduced** per year - the equivalent of 6.4m miles driven by a passenger car (source: EPA calculator)

As part of its ambitious and pioneering sustainability movement called [Wave of Change](#), Iberostar Hotels & Resorts partnered with Winnow in September 2022, with the aim of **saving 1,600 tons** of food waste per year, equivalent to **5.3 million meals**.

**Megan Morikawa, Iberostar's Global Sustainability Director**, says, "Our partnership with Winnow is a testament to our commitment towards a waste-free future. It is truly inspiring to see our chefs embrace the program and create tangible change. This achievement reinforces Iberostar's position as a leader in creating a sustainable travel industry."

**Marc Zornes, CEO of Winnow**, adds, "Iberostar has shown incredible dedication to combating food waste, and their ambitious goals align perfectly with Winnow's mission. We are excited to see the positive impact our collaboration has already made, and we look forward to further supporting Iberostar in reaching their waste-free target by 2025."

These milestones demonstrate the vital role the hospitality industry can play in addressing climate change and creating a sustainable and positive tourism.

\*Editor's note: Access a selection of images and videos through this [link](#).

###



### **About Iberostar Group**

The Iberostar Group is a 100% family-owned multinational Spanish company with over 65 years of experience in the tourism industry, as well as entrepreneurial roots dating back to 1877. Its main line of business is Iberostar Hotels & Resorts, whose portfolio includes over 100 four- and five-star hotels in 16 countries. The Group has become an international leader, as it promotes a responsible tourism business model that revolves around caring for both people and the environment. Its pioneering **Wave of Change** movement reflects the company's specific commitment to the environment and the oceans, as well as its efforts to share it with society as a whole.

With sustainability acting as a driving force for business, the Iberostar Group places the circular economy at the heart of its strategy and is working towards its own **2030 Agenda**. This involves becoming waste-free by 2025, carbon neutral by 2030, and 100% responsible in its seafood supply chain by 2025, as well as improving the health of the ecosystems that surround its hotels, among other goals.

The Group is made up of a global team consisting of more than 30,000 people and 95 nationalities. Thanks to this talent, the company is a leader in quality and is at the forefront of providing an outstanding experience for guests through constant innovation in terms of products and its commitment to digitization.

### **About Winnow**

Winnow Solutions is a technology company focused on helping the hospitality industry tackle food waste through innovative AI-powered solutions. Founded in 2013, Winnow has helped thousands of kitchens worldwide reduce food waste, save money, and contribute to a more sustainable planet.