

Unit 305: Sustainability in professional kitchens

Handout 9: Benefits of a sustainable business

What can you do to reap the benefits of being sustainable?

- New customers value awards so enter as many as possible to endorse your brand.
- Membership of trusted organisations also creates customer confidence.
- Many restaurants offer 'go large' offers but remember some people have smaller appetites and may appreciate a smaller plate option – which also reduces waste.
- Food allergies and intolerances are a growing problem and can cause eating-out misery for many. Use icons to identify common allergies (dairy, gluten, nut, etc.) so that customers can select with confidence.
- Don't forget to promote the provenance of your ingredients at every opportunity – customers love to know where their food comes from.
- Many people may not always buy local, seasonal or organic produce in their weekly shop, so they see it as a treat when eating out. Make it more special.
- Clients like to connect with the corporate social responsibility of organisations, so also tell customers what you do in the community and any charitable affiliations (like giving an optional contribution from the bill to a local food kitchen or homeless charity).
- Bottled water is 500 times more expensive than tap water and has considerable carbon impacts. Offer customers tap water as the default option pointing out that they are saving money and the planet. You can always carbonate your own tap water if that is their preference.

Reference: <https://spacegroupuk.com/wp-content/uploads/2015/04/SRA-Sustainable-Kitchens-Guide.pdf>