



## TRENDS IN FOOD DESIGN / ZERO-WASTE CULINARY PRACTICES

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## Dr Kateryna Fedosova

SRH Dresden School of Management









## ConsultingHUB

**Restaurant Consulting Company** 

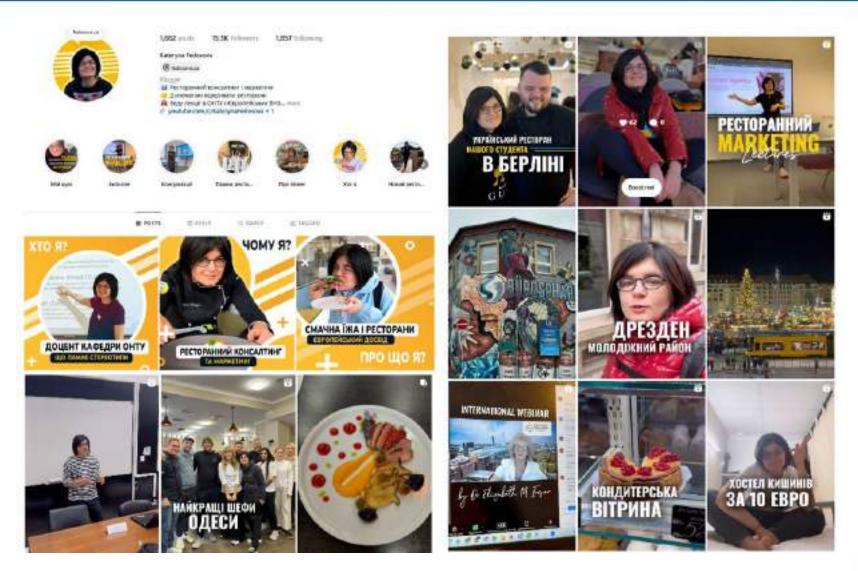






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## TRENDS IN FOOD DESIGN INFLUENCE OF DESIGN AND PRESENTATION OF RESTAURANT DISHES ON CUSTOMERS







#### PRESENTATION OF DISHES SHOULD BE BORROWED FROM THE FRENCH, TASTE FROM THE ITALIANS, ACCURACY FROM THE JAPANESE









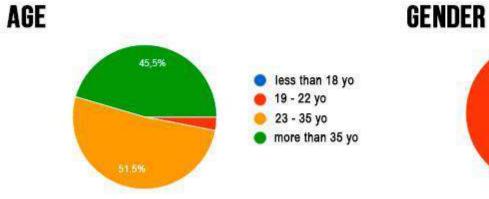


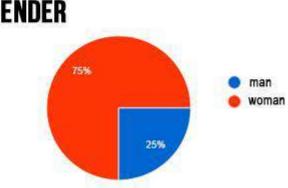






#### **RESEARCH RESULTS**



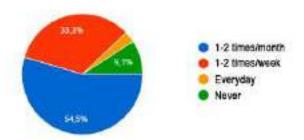




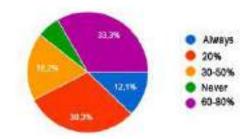




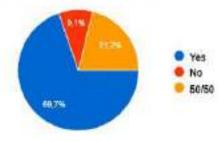
#### **HOW OFTEN DO YOU VISIT RESTAURANTS**



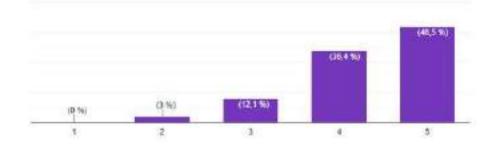
#### **HOW OFTEN DO YOU PHOTOGRAPH FOOD IN A RESTAURANT**



#### DO YOU AGREE WITH THE STATEMENT THAT BEAUTIFUL FOOD TASTES BETTER?



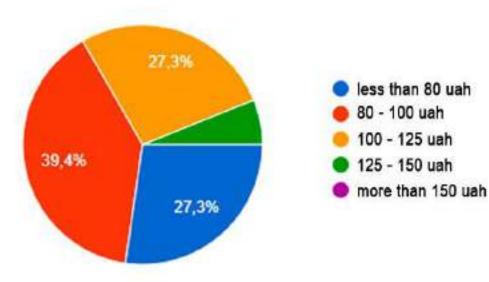
#### HOW IMPORTANT IS THE DESIGN OF THE DISH TO YOU











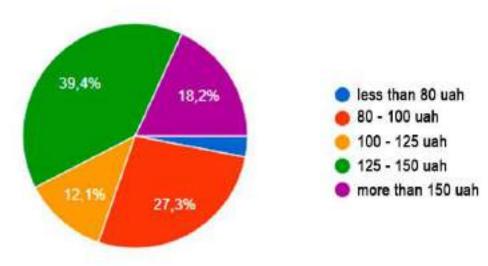


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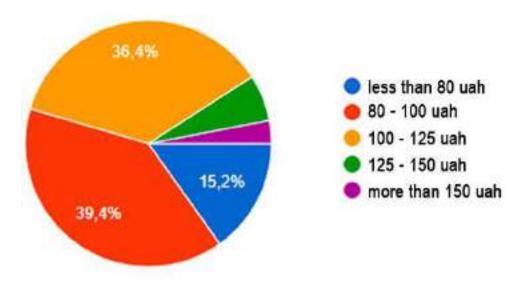










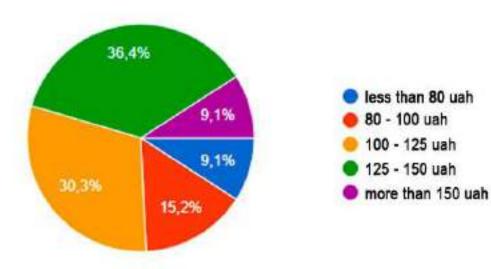










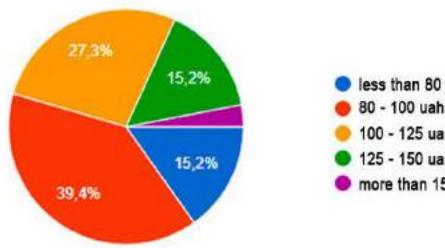












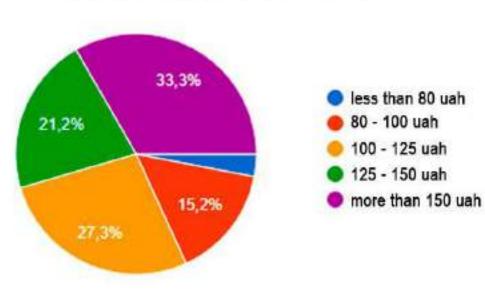


























































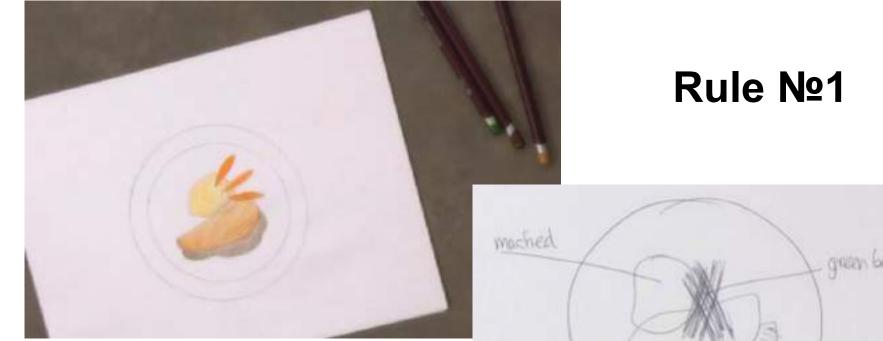


# BASIC RULES FOR THE PRESENTATION

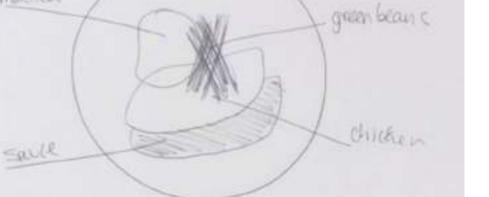








## THINK DETAILS IN ADVANCE







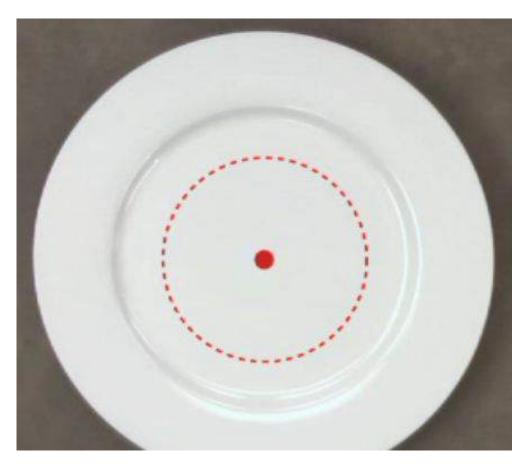






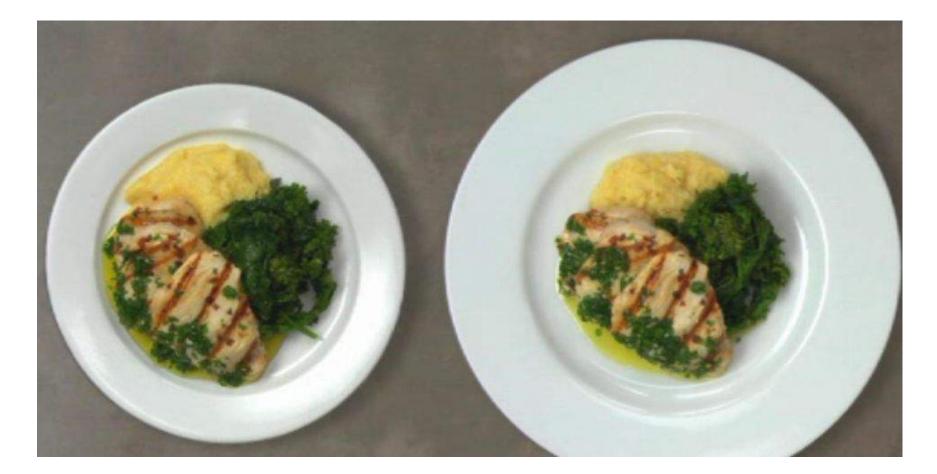














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# HOW TO IMPRESS A GUEST?

# HOW TO FIND OUT WHAT IS BEAUTIFUL?





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# WHERE TO GET IDEAS?





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#### **PINTEREST.COM - SOURCE OF IDEAS**



Faculty of Innovative Nutrition Technologies, Restaurant and Hotel Business

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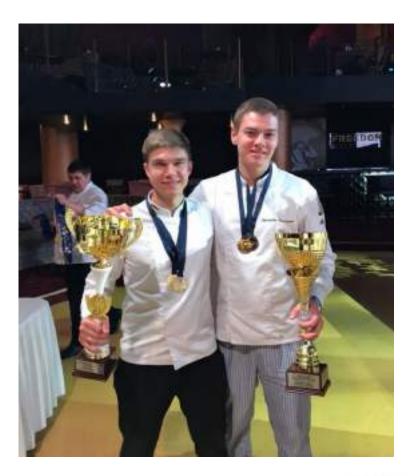


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# IN TREND ...







# NETFLIX

#### A NETFLIX DOCUMENTARY SERIES

# CHEF'S TABLE







#### **Dropping the lemon tart**





# Massimo Bottura



Oops! I dropped the lemon tart. Paolo Terzi





#### Old Style



















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# Cross-cultural culinary exchange

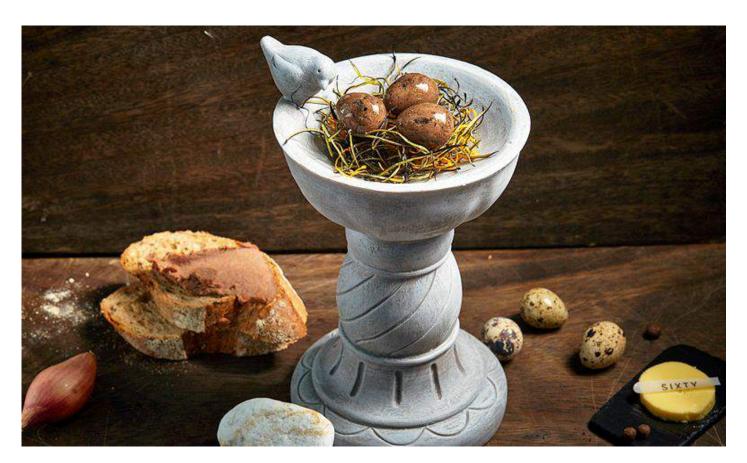








# **Author's tableware**











#### A guest can be impressed with an ordinary dish by telling its story or hidden subtext





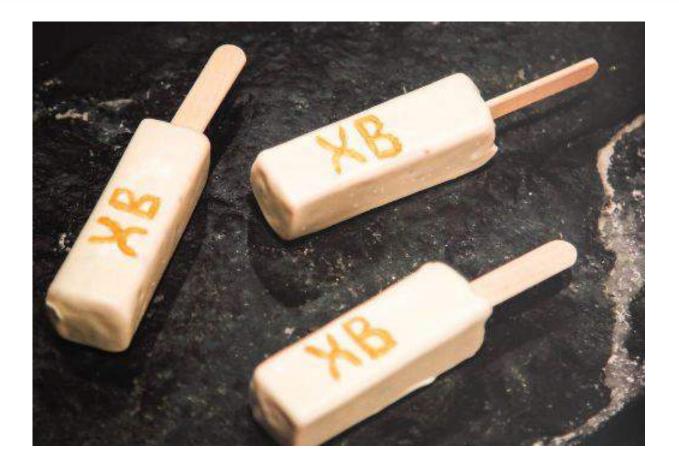












## Unusual shapes and interpretations ...









## Installations ...









## Installations ...









## Serving one product in different textures







# MICROGREEN























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JERBI





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# MODERN UKRAINIAN CUISINE







# Kanapa









# **U** Restaurant



# Kazimir Malevich + Kyiv Cutlet







# **U** Restaurant



















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# **Design ideas?**

TEAM 1	TEAM 2	TEAM 3
Gazpacho	Tartar	Pavlova Dessert

20 minutes

Send photos to fedosova2008@gmail.com







# DEVELOPMENT OF AN EFFECTIVE RESTAURANT MENU





# Menu – one of the most important elements of the promotion





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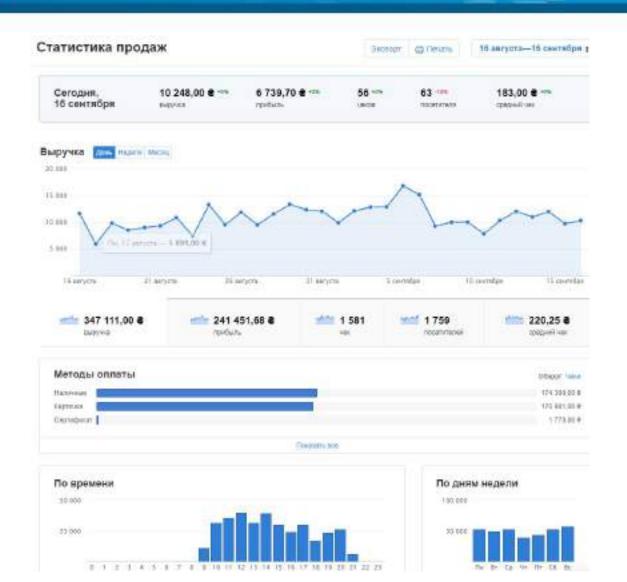


First it is necessary to analyse the menu and determine which dishes bring more profit (high margin dishes), which are popular, but only distract the attention of guests and eat up most of the restaurant's profit.









### Restaurant

# Business!







### **TWO TYPES OF PRICE FORMATION**

- Under the required price
- Based on food cost







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		Portion Size:	: 
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ltem	Amount	Unit Cost	Total Cost
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	1		
Total Cost			
Total Recipe Cost:		Recipe Type:	
Portion Cost:	la de la coma de la coma	Date Costed: Previous Date Cost	sd.





AMOUNT	UNIT COST	TOTAL COST	
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0,05	2	0,1	
0,1	1	0,1	
0,04	2	0,08	
0,002	15	0,03	
0,01	9	0,09	
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300% (3)		6	
		8	
20%		1,6	
	0,16 0,05 0,1 0,04 0,002 0,01 <b>300 g</b> <b>300% (3)</b>	0,16100,0520,110,0420,002150,019300 g300% (3)	0,16101,60,0520,10,110,10,0420,080,002150,030,0190,09300 g22300% (3)68





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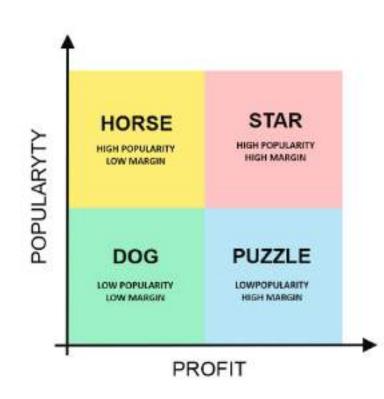
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9	Tarra	165.00 urt	3,42%	1 178,85 €	2,36%	6 332 77 8	2,62%	A	Α	Α
10	Дебавка Семта гравлант	142.00 urt	2,94%	1 683 50 €	2,21%	5 547,63 #	2.30%	A	A	A
102	Мапосо авсянае	14,00 urt	0,29%	280,00 🖶	0.08%	240,20 e	0,10%	c	¢	С
103	Рисовое молоко	14.00 urt	0.29%	271,50 8	0.08%	271,50 6	0,11%	с	c	с
104	мммО нараканое (шакальдный комбир)	400 ur.	0.08%	269,80 <del>8</del>	0.08%	117.80 8	0.05%	¢	c	с
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105	Mint Ice Sate	4.00 um	0.08%	260,00 8	0.07%	206,40 B	0.09%	с	c	с
107	Antiseugeneelt Ice tates	4.00 um	0.00%	200.00 6	0.07%	210.27 8	0.09%	c	c	c
105	Медоени	3,00 urt.	0,06%	255,00 8	0.07%	120,00 8	0.05%	C	(d	С







#### Restaurant owners use the Kasavana and Smith model as the main tool for developing menus and analysing the sales of certain dishes

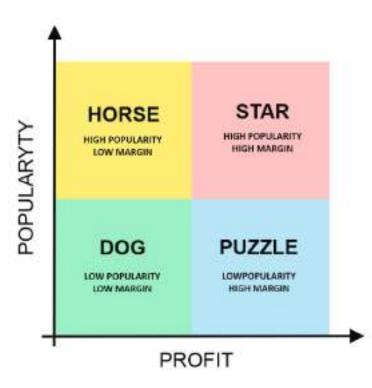








# The methodology is based on the division of all dishes into 4 categories



- **Stars.** They sell well and have high margins. It is they who bring the biggest profit to the restaurant.

- **Workhorses.** They are in demand among visitors, but their margin is small. It is not necessary to remove them from the list of dishes, but it is necessary to reduce their cost or increase the price.

– *Puzzles.* They are characterized by high margins, but they are sold poorly. The task of the restaurateur is to stimulate demand for these dishes (promotions, special offers, etc.).

*Dogs.* They sell poorly and have low margins (they can be safely removed from the menu).







# **Menu Engineering Specialist**







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Next step - it is necessary to pay special attention to the structure, positioning of texts and creative descriptions of dishes on the menu in order to convince guests to choose the right items (bringing the most profit)









### IT IS ALSO POSSIBLE TO INFLUENCE CERTAIN EXPECTATIONS OF THE GUEST

e menu THASTO PLATTERS HIS EVE STEAK a limit making card, of any deal brand with our All SHURLE BANED SALMON by this polyness fullet with restationly and in Amount larvest with much and much over group ALK SCHEWER VEGETABIAN CANNELLON Pla pontafient serves with a creamy Margoillion prace and patte sales CHOCOLATE NEHENS CHECKDOANN LUNCON TARY

There is a research about menu fonts. If it is in italics, potential visitors perceive the establishment as a top-class restaurant.







### IT IS ALSO POSSIBLE TO INFLUENCE CERTAIN EXPECTATIONS OF THE GUEST





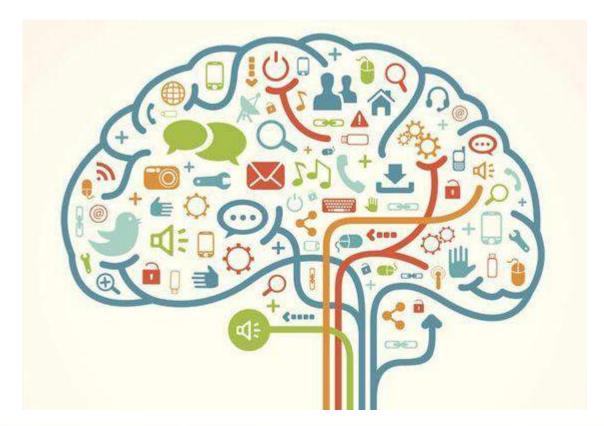
The same conclusions turned out to be true for the weight of the menu. Heavier menus, as opposed to lighter ones, affect the perception of scale and expected quality of service.







### Neuromarketing – study of a person's customer behaviour in response to various marketing tricks









# Marketing tricks can increase sales and influence the behaviour of the target audience









### **RESEARCH METHODOLOGY**

During the study, 73 printed menus of different types of restaurants were analysed









### Also, 3 focus groups were held with different target audiences

Group A – men and women aged 21–35, active users of social networks who visit restaurants at least 2–3 times a week.

- **Group B** - men and women aged 35-55 who visit restaurants at least once a week.

- **Group C** - men and women aged 21–30, active users of social networks, food bloggers, restaurant critics who visit restaurants at least 3-5 times a week.









During the discussion, the participants expressed their opinions, comments and recommendations on the arrangement of dishes in the menu, structure, number of positions, the order in which dishes are listed on the menu, etc.





## RESEARCH RESULTS AND DISCUSSION

As a research result, it is possible to identify ten effective psychological tricks that can influence the choice of dishes on the restaurant menu.







# **MENU STRUCTURE**

For convenience and easy perception, all dishes should be divided into groups (snacks, salads, soups, for children, vegetarian, etc.).

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#### - APPETIZER -

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# **MENU STRUCTURE**

It is also possible to select groups of dishes on the menu **by type of product** – chicken, fish, pork ...





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## **MENU STRUCTURE**

It is recommended to place an odd number of positions in each group – ideally 3–5, but no more than 7



#### HAU

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#### REAT

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#### GARDEN

PEA TESOPELS & GUINDA: garlis - brandenambs PREU POTRIUES: bonno - mail vinegar ERCEN FARAN AND EXEMADS OLUW - Sub-second - booke - premise TOATTED FARAN SALAD: opple - bals - member - somelied poton ERSEAR BALAD: opple - bals - member - somelied poton ERSEAR BALAD: opple - bals - member - somelienge WACADD ROE: Inte - eliantro







GREENS

JAPANESE LOTUS

JAPANESE LOTUS 12 SUGAR PEAS, CUCUMBER & RADISNES, TOSSED WITH ROASTED SESANE DRESSING

CITRUS PORK BELLY SPINACH, TOMATOES, ORANGES

POMELO DUCK NINT, ROCKET, SPRING ONIONS + SPICY MAYO

RAW'S SEAFDOD CEVICIE 17 TUNA, SALMON & OCTOPUS WITH AVOCADO. SPINACH + CHILLI-LIME DRESSING SPICY TUNA

RAW

15

FRESH TUNA MARINATED WITH LINE 8 SHOTU + CHILU FUAKES & CRUSHED RICE

AVOCADO-WASABI TUNA TARTARE + FLOUR CRISPS

ARE MANGO POKE + WONTON CHIPS TUNA, CUCUMBER, MANDO, SHALLOTS SPECY MINT SALMON SASHIMI

BLACK + WHITE SESAME SEARED TUNA

15

10

15



### NUMBER OF ITEMS IN THE MENU

The more options, the more difficult it is to make a choice and the more likely that as a result the guest will be dissatisfied with final decision

DOUGH ALL OUR PIZZAS ARE 121		BANH MI VIET-INSPIRED TOASTED SANDWICHES SERVED WITH SOY FLAXSEED CHIPS		SWEET	
BASL, NOZZARELLA, PARMESAN, ROCKET	21	HONEY PORK	12	PENGUIN'S LEMON, DARJEELING OR CHOCOLATE TART + CREAM	63
PRAWN & CHILLI	21	SWEET-CHILD PORK, PATE PICKLED CARROTS & RADISHES, TOMATO & CORIANDER		RAW'S LAVA CAKE + ICE CREAM OF YOUR CHOICE	
FRESH VEGGIES EGUPLANT: ONION, CAPSICUM, TOMATO	21	ADOBO CHICKEN SEARED CHICKEN, PATE PICKLED CARROTS & RADISHES, TOMATO & CORIANDER	12	KILO'S ICE CREAMS BASIL, BANANA OF CHOCOLATE	
		AVOCADO SALMON SEARED SALMON JAPANESE CUCUMBER SHAVED PARMESAN & CORIANDER	15		
		THAI TOPU SPICY PESTO, CUCUMBER & CORMADER	12		
OUR BEEF PHO	16	BOWLS ALL OLR BOWLS ARE SERVED WITH RICE SWEET CORN PADINE'S MADAR PEAS AND WASARD SERVITS		DRINKS MADE BY US	
JINE AND CHILLI				CITRUS ICED TEA	8
		BEEF SHORT RIBS	16	HOT TEA ENGLISH BREAKFAST, EARL GREY,	
		ADOBO CHICKEN	15	CHANONILE, MINT, OSMANTHUS SENC	
		12 HR PORK BELLY	15	VIET DRIP COFFEE	COLD 41
				FRESH JUICES WATERNELON, APPLE, GRANSE	
				BASICS	
SUSHIROS		AND THEN		SODAS CORE, CORE LIGHT, SPRITE, GINGER A	LE S
ARGE HAND ROLLS CRAFTED FROM NIGATA	RICE	AND THEN		BOTTLED WATER	in lie
AND SERVED WITH SOY PLAXSEED CHIPS		BABY EGGPLANT DONBURI BABY EGGPLANTS IN CONBURI SAUCE + MARSCAPONE CHEESE & TEMPURA FLAKES	12	AND THEN	
INCED TOMATO-BEEF, CHEDDAR, LETTUCE		CRISPY GUAL EGGS		SAPPORO DRAFT BEER	10
OMATOES, SPRING ONIONS & SOUR CREAM		LIGHTLY FRED EGGS WITH CHICKEN SKIN + SIRACHA SAUCE	.е.	YUZU SPRITZER	10
RAWN TEMPURA BIND, CREAM CHEESE, CUCUMBER, SHREDO ARROTS & AVOCADO	13 )EO	RED RICE TOFU CHILLED TOFU TOPPED WITH RED RICE SALSA	10	BABICH MARLEOROUGH SAUVIONON BLANC	GLASS IN BOTTLE 65
ALMON AVOCADO RESH SALMON FRANNS, JAPANESE CUCUI (AMAGO & SPRING ONIONS	15 MEER	PRAWN SUMMER ROLLS FREISH RICE RAPER, ROCKET, CARROT, AVIOCADO S MINY	8	BODEGAS K-NAIA VERDEJO	GLASS 10 BOTTLE SE
				BABICH MARLBOROUGH PINOT NOIR	GLASS N BOTTLE 60
		SPICY PORK CUBES SOFT PORK BELLY CUBES DRESSED IN SPICY MAYO	12	MANO A MANO TEMPRANILLO	GLASS B

Prices are inclusive of GST



BOTTLE 55





### THE ORDER OF THE DISHES ON THE MENU

Restaurant guests usually do not read the entire list of dishes, but quickly look through the menu.

More often, the eye focuses on the first two positions, and then goes to the last item in the list. The middle is often simply ignored. The most margined positions are best placed first, second and last in the list. Chef's salad – 9 \$

Avocado salad – 7 \$

Green salad – 8 \$

Chicken salad – 9 \$

Mix salad – 8 \$

Seafood salad – 12 \$







- Chef's salad 6 \$ Chef's salad 9 \$
- Avocado salad 7 \$ Avocado salad 8 \$
- Some customers list the cheapest items first and end up with the more expensive ones. All prices must be mixed so that they are difficult to rank and impossible to select by price.
- Green salad 8 \$ Chicken salad – 9 \$
  - Mix salad 10 \$
  - Seafood salad 12 \$

- Green salad 5 \$
- Chicken salad 9 \$
- Mix salad 6 \$
- Seafood salad 12 \$







#### IT IS NOT RECOMMENDED TO SORT DISHES BY PRICE!

- Potato salad 6 \$
- Avocado salad 7 \$
- Green salad 8 \$
- Chicken salad 9 \$
- Salad with salmon 12 \$

- Salad with salmon 12 \$
- Avocado salad 7 \$
- Potato salad 6 \$
- Green salad 8 \$
- Chicken salad 9 \$

At the same time, if the most expensive dishes are placed at the top, the rest of the menu may seem cheaper.







#### **GAME WITH PRICES**

Avocado salad – 7 \$

Potato salad - 6 \$

Green salad – 8 \$

Salad with salmon – 12 \$

Chicken salad – 9 \$

Avocado salad – 7 \$

Potato salad – 6 \$

Green salad – 8 \$

Salad with salmon – 12 \$

Chicken salad – 9 \$

Lobster salad – 17 \$





### **REMOVING CURRENCY SIGNS**



Currency signs are painful reminder to the client when he/she spends money

- Chef's salad 9
- Avocado salad 7
- Green salad 8
- Chicken salad 9
- Mix salad 8
- Seafood salad 12





#### ODESA NATIONAL UNIVERSITY OF TECHNOLOGY

# PRICE LOCATION

СУЛЫ		ГОРЯЧИЕ БЛЮДА		
NUTRICIDARI		MARKING MINIC		CANKING
A HEHEERAHANA CVT	950 69.00	+ MINAN KNOVEDN O ITS	200	69.00
E FINISH	050 79.00	+ KANKAAN CIGSPON CLUTD	950	69.00
E FRIEROHING SAPAHRAN	300 119,00	++ WEIVENTH	200	159,00
- X8740	300 69.00	++ REBEFYTM	000	149,00
- YEOTHA	300 79.00	CONTRACTOR CONTRACTOR	100	99.00
KUPANEN EKIEM	050 89,00	A LEARNING REAL DEACON		
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ХОЛОДНЫЕ З	AKYCKU HC.IP.LIM. II	- GANKT "TPSONGANI" - GANKT "NOLAR"	900	69,00
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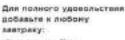
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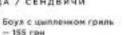
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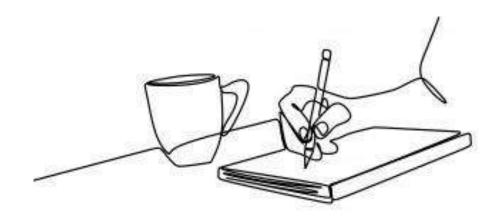








#### **CREATIVE DESCRIPTIONS**



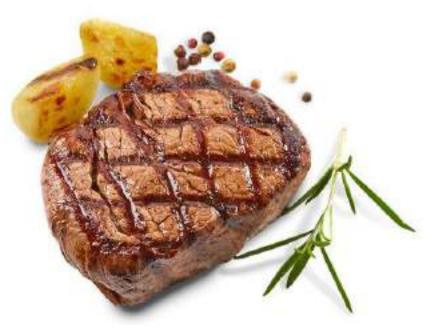
No more Salad «Fantasy» or «Blue Lake»

Just tasty description of the dish and its ingredients









#### Rib eye steak - 35 \$

#### Tender Rib eye steak – 35 \$

of a young calf raised in the green meadows of Argentina, with rosemary fries

#### Effective menu descriptions can increase sales by $30 \ \%$





The words «mother», «grandmother», etc... makes dishes more attractive!

### Grandmother's cherry pie

#### Mother's borscht

Old uncle's liqueur



We better understand and remember texts that activate our imagination!







Adjectives are very important!

Village cake

Fresh salad

Origin of the ingredients!

Soup with Carpathian mushrooms

vs Mushroom soup

#### **Craft cheese**









#### PHOTOS ON THE MENU

Despite the fact that photos increase sales by up to 30 %, they «cheapen» the appearance of the menu and the concept of the restaurant.

This technique cannot be used in gourmet restaurants.







For exotic cuisines or non-standard dishes, photos are required. It is recommended to use photos of not all dishes, but only marginal ones or it is necessary to sell more often.











































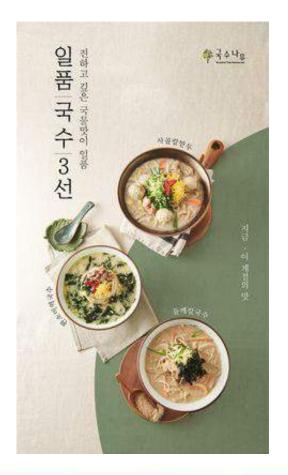




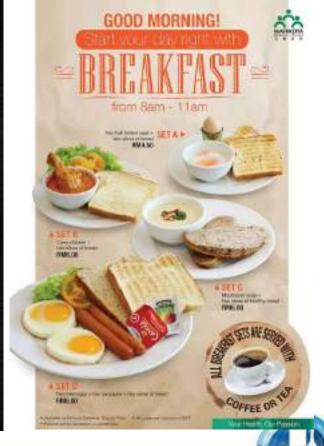






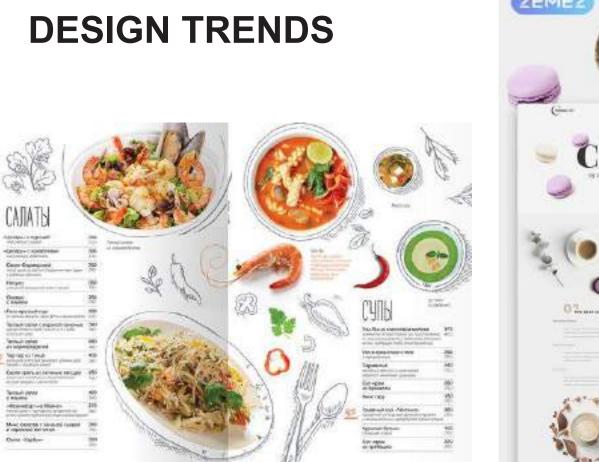










































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### CONCLUSIONS

A restaurant menu should be attractive from the outside, sell well, and be easy to read!







# **ZERO WASTE COOKING**









LA FONDATION

POUR LA FORMATION HOTELIÈRE

FU







# Food Waste – a Global Problem

- 132 kg food waste per person in EU in 2022 (Eurostat, 2024)
- Households: 54%, hospitality: 12% (<u>Eurostat, 2024</u>)
- Major environmental, social, and economic impacts
- 17% of food is wasted globally (<u>FAO, 2022</u>)
- Plate waste is a key contributor









# Definitions of Food Waste

- Food Loss occurs before retail (harvest, storage)
- Food Waste happens during distribution and consumption
- Plate Waste uneaten food left on guests' plates
- 🌈 Avoidable vs unavoidable food waste
- Possibly avoidable (e.g., potato skins)
- Waste occurs at all service phases (from storage to consumption)











# Food Waste Types

	AVOIDABLE FOOD WASTE	UNAVOIDABLE FOOD WASTE
DEFINITION	Edible food thrown away	Inedible or undesired parts of food
SOURCE	Plate leftovers, unserved meals	Peelings, bones, coffee grounds
VALUE	Has monetary value	Low/no value, but can be reused (e.g. broth)
EXAMPLES	Bread, sandwiches, full meals	Banana peels, eggshells, chicken bones
GOAL	Reduce through planning, portion control, reuse	Reuse creatively or compost when possible





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### Food Waste controle

	Plate Waste (kg)	Kitchen Waste (kg)	Unserved Waste (kg)	No. of covers	Comments
Example Day	11.3 (0.7)	22	3.2	62	Lots of sandwiches left from function
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					







# **Al Food Bins**



- When food waste is deposited into the bin, sensors and cameras identify the type of waste by analysing its shape, color, and composition.
  - Using AI and machine learning algorithms, the bin's system classifies the waste into specific categories, such as fruits, vegetables, meat, or packaging materials.
- The bin then sorts the waste into the appropriate compartment or issues a prompt to guide users in correctly disposing of the waste.







### **Al Food Bins**





An Al food waste bin at the Lycee Hötelier Dinard, France, September 2024



#### RESULTS

	Aperçu semaine 41	
	🖗 Lycée höteller Yvon Bourges 🗸	Semaine 41 / 2024 \vee
2	Total des déchets alimentaire	es
	4,7 kg 💷	

During week 41, 4.7kg of food waste was recorded, a reduction of 35% compared to the baseline measurement. (Lycée Hôtelier Dinard, October 2024)







# **Best Practices in Hospitality**



Hilton

Trends 1

News Videos

Press Center C

Corporate Brands

Q

Americas

December 7.2023 | News Releases

#### Hilton Green Breakfast Records 62% Reduction in Food Waste Across 13 UAE Hotels



December 7, 2023







### **Best Practices in Hospitality**



Hotel Management Network, 2024







# FoodTuristic

The FoodTuristic project addresses the lack of green technology curriculum in European culinary and hospitality schools, which have traditionally focussed more on gastronomy and hospitality management skills.



#### www.foodturistic.com







### FoodTuristic

Food Waste Education     Control     Lesson 1, Food Waste & The Environment     S Topics / 1 Oute	FoodTuristic Food e-Training Certificate
Lesson 2, Focus in Food Waste	This is to certify that
Lesson 3, Waste Management	
Lesson 4. Taking Action	has completed this Vocational Education and Training (VET) online course on the topic of food waste for the
Lesson 5. Measuring Food Waste	food service sector.
Exercise Introduction	









# What is Zero Waste cooking?

- Zero Waste is not just about trash, it's about rethinking how we use resources.
- The approach waste reduction, reuse, recycling, compositing.









### Principles of Zero Waste in the Kitchen

- 🌈 Menu planning
- 🌈 Smart purchasing
- Jusing the whole product
- Creativity with leftovers







### Silo Restaurant (UK)



The world's first zero-waste restaurant

in-house flour milling, fermentation, composting, reusable jars and containers







# Nolla (Helsinki)



# Nolla one of the world's first fully zero-waste restaurants

Ther recycled or composted.

The rwarant only accepts products in reusable containers, which are returned to suppliers.

All waste is weighed and tracked using special softwee.

Chefs use every part of the ingredients — from peels to bones!

They make syrups from onion skins, chips from fish bone Month and soap from used oil.







# Chefs can use many techniques to make the most of food



Ways to extend shelf life and enjoy out-of-season foods include:

- Preserving
- 🅡 Canning
- 🎲 Drying
- Fermenting
- 갈 Freezing







# From Peels to Plates – Creative Waste Use



https://zerowastekitchen.moveforhunger.org/category/zero-waste-cooking/





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# **Repurposing Bread**



Make kvass (kombucha) using leftover bread



Grind black bread crusts into "soil" to garnish dishes









# Maximizing the Use of Vegetables and Fruits

- Boil beets for salads, and reduce the beet broth to use as a **natural dye and flavour enhancer**.
- Peel potatoes, carrots, and beets for soups or side dishes. Roast the peels in the oven with oil and spices to **make chips**.
- Add onion skins to **broths to enhance colour** and depth of flavour.
- **Prepare compote** using fruits that are no longer visually appealing or are starting to overripe, also using citrus peels for added aroma.
- Make lemonade from lemon and orange peels.
- Create syrups from berries that have been sitting in the fridge or those bought at a discount at the supermarket.









# **Utilizing Greens and Herbs**



Make green oil or green powder from herb stems (parsley, dill) that are usually discarded. This oil can be used in salads or as a garnish for hot dishes.







# Full Utilization of Meat and Fish Ingredients



Use fish and meat bones to prepare rich broths, which can serve as the base for soups or sauces







# **Reusing Eggshells**



Use eggshells creatively for serving appetizers, such as amuse-bouche







# Using Aquafaba



Use the chickpea broth (aquafaba) as a substitute for egg whites

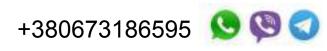






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