



Press Release

Emaar Hospitality Group to cut food waste by half this year using advanced data analytics

- *Initiative with technology firm Winnow to bring smart scales to 12 Emaar Hospitality Group assets this year*
- *Chefs using Winnow's digital tools can track waste enabling them to reduce food waste by half within a year*
- *Emaar Hospitality Group signs up for MOCCAЕ pledge to save one million meals from the bin this year*

Dubai, UAE; July 29, 2018: Emaar Hospitality Group, the hospitality and leisure business of Emaar Properties PJSC, today announced its partnership with leading tech-firm Winnow, for a path-breaking initiative to reduce food waste across its hotels. Leveraging advanced data analytics, the new initiative is being rolled out in 12 hotels under Emaar Hospitality Group this year, which will help cut food waste by half.

Food waste is a global problem with one-third of all food grown never being eaten - the equivalent of over 1.3 billion tonnes, according to Food & Agricultural Organisation. While it poses a significant environment problem, food waste is also a significant economic challenge. In the UAE, food wastage costs the national economy around AED 13 billion annually.

Winnow develops digital tools to help chefs run more profitable kitchens by cutting food waste in half. The system comprises a digital scale and a connected tablet. The weight is recorded automatically and the user selects the reason and identifies the item/dish using the tablet.

Winnow's daily reporting then gives chefs total control over their kitchen by pinpointing which items are being wasted. Kitchens using Winnow typically see their food costs reduced by 3 to 8 per cent while doing the right thing for the environment.

In the hospitality sector, 70 per cent of food wasted occurs before it gets to the customer, as per a study by Winnow. This is because historically chefs have not been given the latest tools to understand where over-production occurs. Emaar Hospitality Group's hotels under the premium luxury Address Hotels + Resorts, the upscale lifestyle Vida Hotels and Resorts, and the contemporary midscale Rove Hotels will be equipped with Winnow's smart scales to help chefs quickly and accurately track food waste.

The initiative follows Emaar Hospitality Group's public pledge to help save one million meals in the UAE in 2018. The pledge was signed at an Iftar hosted by Dr Thani Ahmad Al Zeyoudi, Minister of Climate Change & Environment (MOCCAЕ). Held at Address Boulevard, the MOCCAЕ reaffirmed its commitment to halve per capita food waste by 2030 and called on the hospitality sector to help save one million meals from the bin. The target will then increase to two million in 2019 and three million in 2020.

Marc Zornes, Winnow CEO & co-founder, said: "Emaar Hospitality Group have taken a leadership position by rolling out Winnow across their hotels. In partnership with the MOCCAЕ and the wider hospitality sector, there is a real opportunity for the UAE to become trail-blazers in the global fight against food waste."



Olivier Harnisch, CEO of Emaar Hospitality Group, said: “Our partnership with MOCCAЕ underlines our social responsibility commitment to support the UAE’s green vision as well as to drive the nation’s goal to be at the forefront in cutting food waste. Digital innovation is central to our strategy and partnering with innovators such as Winnow will help us drive commercial efficiencies while also doing the right thing for the planet.”

-ends-

Note to Editors

About Emaar Hospitality Group:

Emaar Hospitality Group LLC is a wholly-owned subsidiary of Emaar Properties PJSC, the Dubai-based global property developer, and manages Emaar’s hospitality and leisure projects globally.

Defining its competency in managing mixed-use property developments, Emaar Hospitality Group owns and manages a diversified portfolio of assets including hotels, serviced residences, golf clubs, polo club, marina and lifestyle dining restaurants.

Emaar Hospitality Group has defined its credentials in the hotel industry with the launch of three brands, each with a distinct niche – Address Hotels + Resorts, Vida Hotels and Resorts and Rove Hotels.

Address Hotels + Resorts has brought a fresh identity to the global hospitality and service sector by setting new benchmarks with its gracious hospitality and exceptional service standards. Address offers a more personal and engaging experience to guests in a premium lifestyle environment, enriching the lives of its guests with luxury, style and elegance. Address Hotels + Resorts is set to operate hotels and serviced residences in Saudi Arabia, Egypt, Turkey, Bahrain, Maldives and other key markets in the region as well as in the UAE.

An upscale lifestyle hotel and residences brand, Vida Hotels and Resorts is for the new generation of business executives, entrepreneurs and leisure travellers. Positioned as a lively and vibrant hub where inspiring minds can create, connect and come alive, Vida hotels are a stimulating environment where style meets convenience and interactivity. Vida Hotels and Resorts has two properties in Dubai and is set to operate hotels and serviced residences in Abu Dhabi, Sharjah, Bahrain, Saudi Arabia and Egypt, and other key markets in the region as well as in Dubai.

A contemporary midscale hotel brand that reflects the pulse of Dubai, Rove Hotels is a joint venture between Meraas and Emaar Properties PJSC. Designed for the new generation traveller and highly mobile socially connected global nomads who recognise value, stays connected through technology and gravitate towards culturally-inspired surroundings, Rove Hotels are reliable, modern, fuss-free and super-efficient. Rove Hotels has five properties in well-connected locations across Dubai and is set to operate further properties in the city. The leisure assets of Emaar Hospitality Group include Arabian Ranches Golf Club, Dubai Polo & Equestrian Club and Dubai Marina Yacht Club. www.emaar.com

About Winnow:

Winnow was founded in London in 2013 with a simple belief that food is too valuable to waste. Measuring food waste is a challenge for all commercial kitchens with up to 20% of all food purchased going to waste (typically 5%-15%). Our mission is to connect the commercial kitchen, create a movement of chefs, and inspire others to see that food is too valuable to waste. Winnow has been present in UAE since 2016 and has over 70 units deployed in UAE working with Emaar, Rotana, Majid Al Futtaim, Accor, and Hilton. On average food waste is cut in half within 6-12 months saving Dh100,000 per year.

For more information, please contact:

Kelly Home | Nivine William

ASDA’A Burson-Marsteller

+9714 4507 600

kelly.home@bm.com | nivine.william@bm.com