

HOW TO MAKE YOUR FOOD & DRINK BUSINESS MORE SUSTAINABLE





TOP TIPS FOR YOUR BUSINESS

Sustainability is not a trend but a movement. Consumers are becoming more conscious about where their food and drink is coming from.

It is important for businesses in the food industry to consider how they can integrate green practices into daily operations to help reduce their carbon footprint and meet the needs and expectations of this growing market.

In this general guide Visit West Norfolk will be highlighting how eateries and bars can

become more eco-friendly and includes easy to implement tips that can be incorporated into different areas of your business.

Taking on board these green initiatives can help your business save money, reduce waste, gain competitive advantage and reduce your environmental impact.

It's time for businesses in the food and drink industry to be part of the solution.

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RECYCLING

Establishing a recycling program within your food business is a great way to increase efficiency, save money and decrease energy consumption.

Set up accessible and **labelled "Recycling" bins** around your restaurant to encourage staff and customers to recycle glass bottles, paper, cardboard, tin cans and more.

MINIMISE FOOD WASTE

Did you know that when food waste ends up in landfill, it rots and produces methane? Methane is one of the most damaging greenhouse gases and contributes to climate change.

Why not start recording **ingredient loss**, monitoring **expiration dates** for perishable items, using **stock control software** to manage your inventory, and even reducing your **portion sizes** to prevent leftovers.

Not only will cutting down on food waste help save the environment, but it will also save your restaurant money too.



USE SEASONAL PRODUCTS

Updating your menu seasonally and creating dishes that incorporate **seasonal products** is a great way to make your business more sustainable.

Experiment with a diverse range of flavours and cut down food costs in the process.



CREATE PLANT BASED OPTIONS

As more people are reducing their meat and dairy consumption, the demand for plant-based menu options in restaurants is increasing significantly.

This is a great way for individuals to reduce their negative impact on the planet and minimise their personal carbon footprint. Your business can cater to this market by offering **vegan and vegetarian options** on your menu. By serving less meat, you can also help reduce the amount of methane released into the atmosphere.

REDUCE ELECTRICITY USAGE

Reducing your electricity usage can help lower your carbon footprint and the cost of your electricity bills.

Why not consider switching to **energy-saving light bulbs** and installing **timers on lights**. Instead of turning on your air conditioning, open windows on warm days and train your staff to become more vigilant when it comes to preserving energy.





USE LESS PLASTIC

Reduce your environmental impact and save energy by eliminating single-use plastics in your food business. Look for suppliers that are dedicated to sustainability and consider providing customers with biodegradable, compostable and recyclable materials instead.

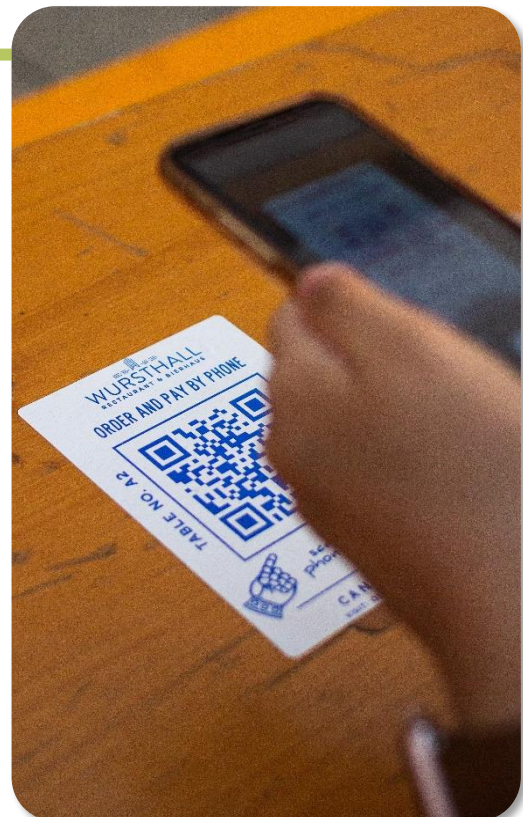
Why not use **compostable** takeaway containers, napkins, coffee cups and cutlery, replace plastic straws with **biodegradable** bamboo or paper straws, and purchase food products that are packaged in paper and **recyclable** cardboard boxes instead of plastic.

GO PAPERLESS

The increased use of QR codes during the COVID-19 pandemic has encouraged many food businesses to go paperless.

Why not join them and consider switching to a **digital menu**? You can provide QR codes which allow customers to access your menu online. Online menus can be updated regularly without the use (and waste) of ink and paper.

Ask your customers if they would like to receive **email receipts** instead of paper copies and consider moving your **marketing online** to prevent wasting paper and contributing to pollution.





PARTNER WITH LOCAL PRODUCERS

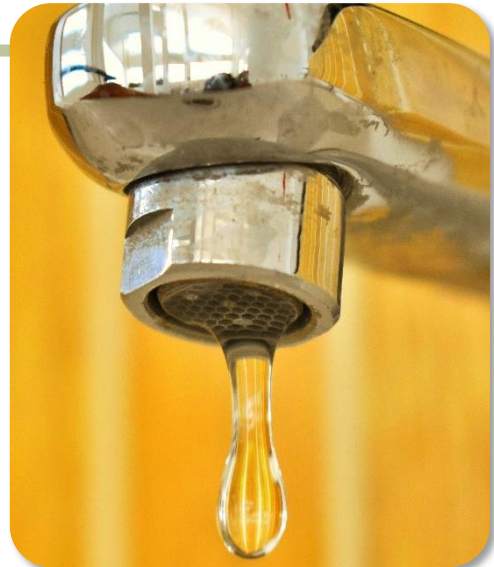
If your ingredients have come a long way, they may be creating a significant amount of greenhouse gas emissions.

By working with local suppliers, you can help reduce your carbon footprint and help boost your local economy. **Locally sourced ingredients** are considered fresher, better quality, and can help your business connect with your community.

REDUCE WATER CONSUMPTION

Conserving water can help your food business become more sustainable.

Consider reducing the amount of water that your business consumes by replacing bottled water with **filtered water**, only using dishwashers when they are full, and installing **motion sensor taps** and **low-flush toilets** in your restrooms.



GROW YOUR OWN PRODUCE

It's time to show off your green thumbs! Growing your own produce has many benefits. You can save money, cut down on your 'food miles', and work with fresher and better-tasting ingredients.



ECO-FRIENDLY CLEANING PRODUCTS

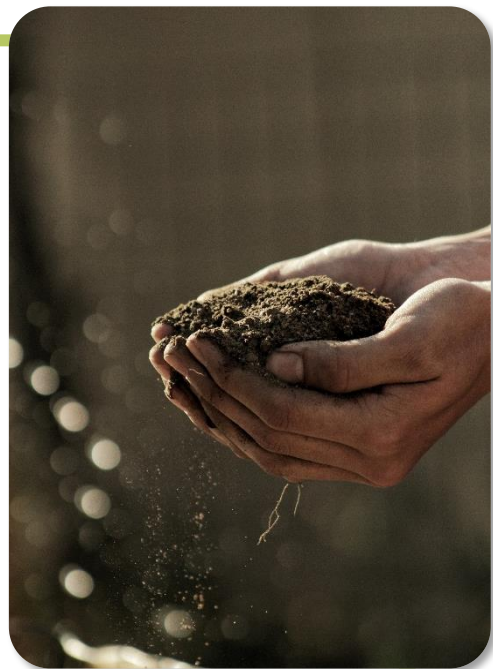
Toxic and harmful chemicals found in synthetic cleaning products are known to pollute our waterways. By replacing synthetic cleaning products with **natural non-toxic and eco-friendly products** you can help protect wildlife, the environment and the health of your customers.

START COMPOSTING

Turn organic materials like egg shells, vegetable peelings and coffee grinds into soil fertiliser by setting up a compost system in your food business.

Use a **compost tumbler** to break down organic matter into stable and fertile humus, a nutrient rich material which can be added to soil.

This sustainability practice helps eliminate the need for chemical fertilizers and reduces the amount of waste that reaches landfill.



GET INVOLVED

You can help make your business more sustainable and demonstrate value to your customers by getting involved with your local community.

Consider your business even taking part in volunteering activities that have a positive impact on the environment such as **beach clean-ups** and **litter picks**.

The information and materials included in this guide comprises a summary of popular or otherwise mainstream views, hints and tips on sustainability in a business context; they do not constitute legal or other professional advice.

You should consult your professional adviser for legal, business or other related advice.

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