

The Angel Hotel, Abergavenny

Championing customer experience



Key facts

- Smaller portion size options aim to reduce plate waste.
- Working with customers to increase recognition of the benefits of new portion arrangements that are tailored to customers' appetites.

Baseline data*:

Food Waste = 470g/ cover

Food Waste Cost = £1.18/ cover



Summary

Owner William Griffiths and Executive Chef Paul Brown offer a high quality, locally sourced lunch and dinner menu at the Angel Hotel but had noticed significant food waste being thrown away each shift.

They were particularly concerned about plate waste and wanted to investigate reducing portion sizes without upsetting or causing an imbalance in customer perceptions of value for money or undermining price sensitivity.

Using the 'Your Business is Food; don't throw it away' materials and implementing the three-day weighing module, the true cost of the waste being produced was revealed (Step 1).

Discussions ensued about introducing acceptable changes in procedures and portions; and how to engage customers to understand these efforts to reduce food waste (Step 2).

Paul was keen to consider a system that could gauge customer requirements at the point of ordering to try to determine what size portion they would prefer and consider serving vegetables as a requested side order rather than plated. As a result of using Your Business is Food across the board efforts will be made to introduce new practices that can reduce the identified levels of food waste.



Dr Lisa Ackerley goes through Your Business is Food materials with Owner William Griffiths and Executive Chef Paul Brown

"We take great care to source the best of local produce, prepare it lovingly and showcase it to the customer and so it is heart-breaking to see it come back on the plate as food waste. This is why we have taken action to tackle this aspect by raising awareness with our customers and by offering them different portion sizes."
Paul Brown, Group Executive Chef

*Based on Your Business is Food 3 day tracking calculator

Order Wisely and Locally

Paul has a strong commitment to the use of local suppliers for quality meat, fish, fruit and vegetables and he runs the kitchen to ensure he gets every bit of goodness from foods by boiling down bones, vegetable tops and onion skins to make stocks and sauces.

Key Outputs

Preparation waste came to 131kg over the three-day period while plate waste total was 205kg. Spoilage waste was recorded at 0kg, reflecting The Angel's care and a commitment to getting the most out of the food and fresh produce ordered.

The total value of food waste thrown away over the three-day trial period amounted to a significant £828.58, although much could be categorised as 'inedible waste' such as vegetable residue and bones. The preparation and plate waste was a huge eyeopener for staff too. Zero spoilage waste was recorded.

Over one year total value of waste outputs was calculated as over £50,000.

Changes Made

Your Business is Food was the catalyst to prompt The Angel's trial with smaller portion size options and combat what was easily the largest waste contributor - plate waste. It was a difficult decision to make as the team shared concerns that they might disappoint valued customers by doing so. Nevertheless the sheer monetary value of the waste caused by previous portion sizes persuaded remedial action and, while still in its infancy, the trial has received broadly positive feedback from guests.

As part of the new approach, Paul is also re-examining The Angel's menu, and considering serving certain foods as side dishes (i.e. chips and salads) instead of on the main plate. They report further measures are likely to be introduced once the full analysis of food waste savings has taken place internally.

Champion your own changes

The Angel used the Your Business is Food 3-day tracking sheet and calculator to give them some initial insights as to how much the food they were throwing away was costing their business.

Food Waste Monitoring

	Day 1	Day 2	Day 3
Prep	77kg	38kg	16kg
Plate	80kg	73kg	52kg
Spoilage	0kg	0kg	0kg
Total Waste	157kg	111kg	68kg

Table 1: Accumulated food waste weight over three-day monitoring period

Food Waste Cost Calculator

	Day 1	Day 2	Day 3
Total Cost	£387.16	£273.73	£167.69
Grand Total			£828.58

Table 2: Real monetary value of food waste weight

Meals Served

	Day 1	Day 2	Day 3
Meals Served	197	338	170
Grand Total			705

Table 3: Total covers during monitoring period

For even more insights and detail, you could use the 7-day tracking sheet over a month with the Your Business is Food calculator tool to get real insight into purchase costs and true cost values for your business. Access the full suite of Your Business is Food resources [here](#).



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