



KITRO

KITRO

Simplifying Food Waste Management

www.kitro.ch
info@kitro.ch

KITRO

+ The Swiss solution for automated measurement and analysis of food waste in commercial kitchens.

Since 2017

- ✓ Fully automated measurement
- ✓ 100% waste identification without any effort
- ✓ Continued support and consulting with proven best practises
- ✓ Average of 30% in avoidable food waste reduction



Our vision

“To bring back the value of resources, so they’re appreciated and not wasted.”



FOOD WASTE

A global challenge

1/3

of all food is lost or wasted
1.3 billion tons

10%

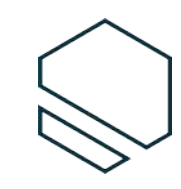
Global GHG emissions

2.7 trillion

Annual cost of food waste*



*Source: FAO



IMPACT ON YOUR INDUSTRY

Food waste in the food service and hospitality industry

€ 7

avg. cost per kg of food waste

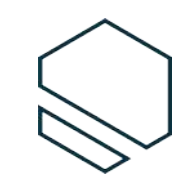
€ 195

daily cost of food waste

20%

of all food purchased is thrown away

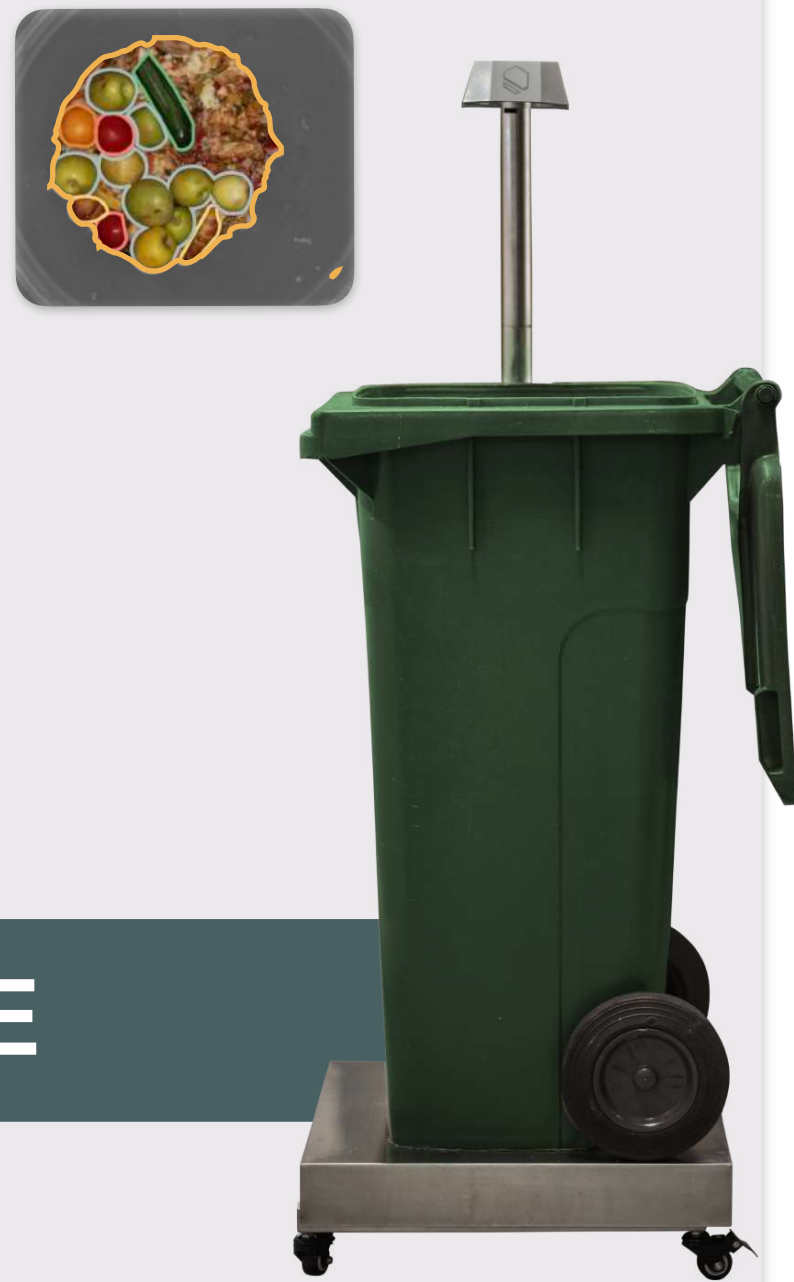




OUR SOLUTION

Effortlessly save food waste and cost with the KITRO TARE

Measure with ease

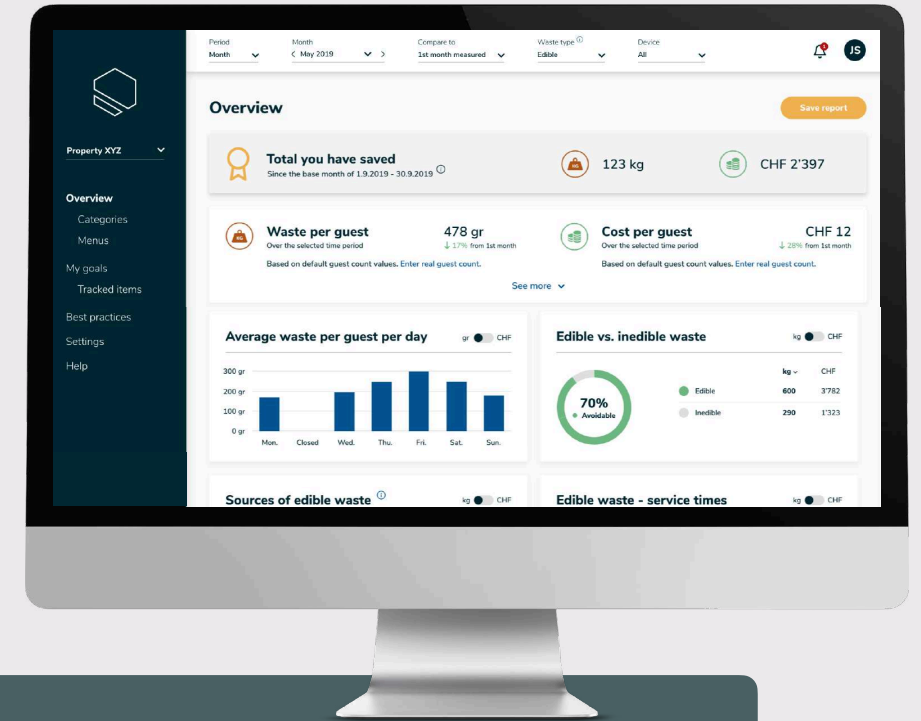


Automation enabled by AI algorithms

KITRO TARE

Understand with data

Consistent and reliable data



DASHBOARD

Save with actions

Regular consulting and exchange of best practises



INSIGHTS

[Watch demo video](#)

KITRO TARE

Measure with ease

- ✓ Fully automated measurement | no extra effort
- ✓ WiFi connection
- ✓ Only **10 min** to setup
- ✓ Compatible with your existing bins

TRACK
ANALYSE
REDUCE WASTE
EFFICIENTLY

In collaboration with





AUTOMATED ANALYSIS

Identified and categorised with artificial intelligence

Vegetable: **Tomato** (edible)

Weight: 70 gr

Sa 22.07.2023 09:16

Vegetable: **Cucumber** (edible)

Weight: 150 gr

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Fruit: **Orange** (edible)

Weight: 50 gr

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Fruit: **Apple** (edible)

Weight: 520 gr

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Confectionary: **Croissant** (edible)

Weight: 120 gr

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- ✓ Automated detection
- ✓ **100%** food waste categorisation
- ✓ Item specific recognition



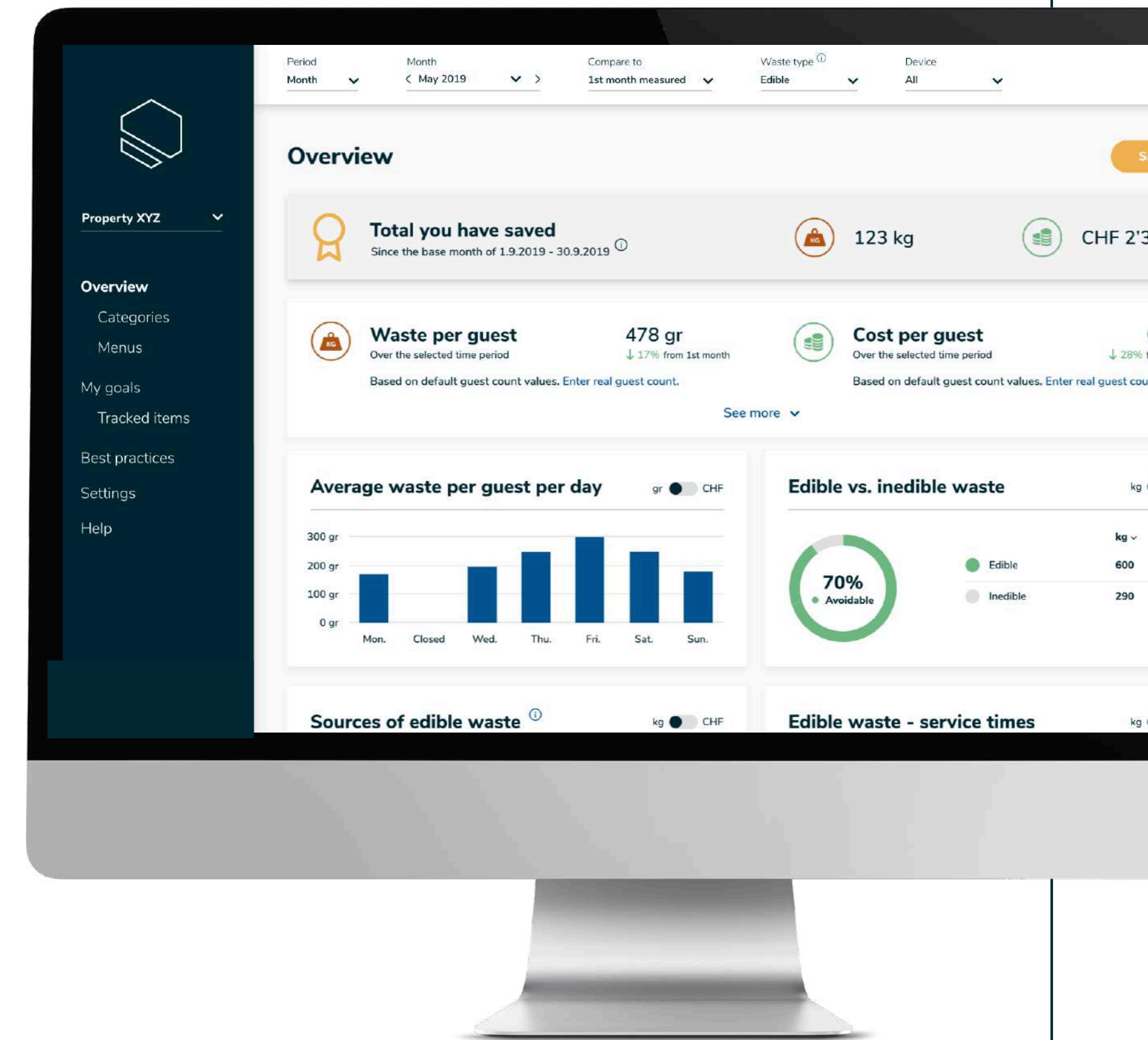
DASHBOARD

Take informed decisions to optimise processes based on data

- ✓ Support from dedicated food waste consultant
- ✓ Item specific goals and actions
- ✓ Export results to raise awareness

How to communicate your commitment?

- ✓ PR package at your disposal
- ✓ Customer facing content
- ✓ Alliance membership





DASHBOARD

Transform data into action: insights at your fingertips



Get Insights

Learn about what fills up your bin and explore insights such as:

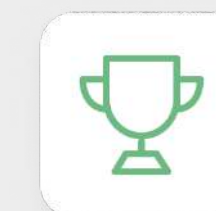
- ✓ Split between edible and inedible food waste
- ✓ Sources of your waste
- ✓ Total waste and cost measured
- ✓ When food waste occurs also split into service times
- ✓ Most common day food waste occurs
- ✓ Most commonly wasted ingredients and their cost
- ✓ How frequently are items thrown away per day



Set Actions

Set item specific and result oriented actions and track their effectiveness.

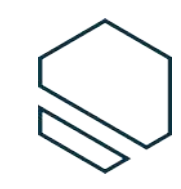
- ✓ Set actions directly on the dashboard
- ✓ Keep notes on specific happenings
- ✓ Exchange ideas in your 1-on-1 meetings with your dedicated food waste consultant to further boost savings
- ✓ Export PDF reports directly from your dashboard to share with your team



Make Savings

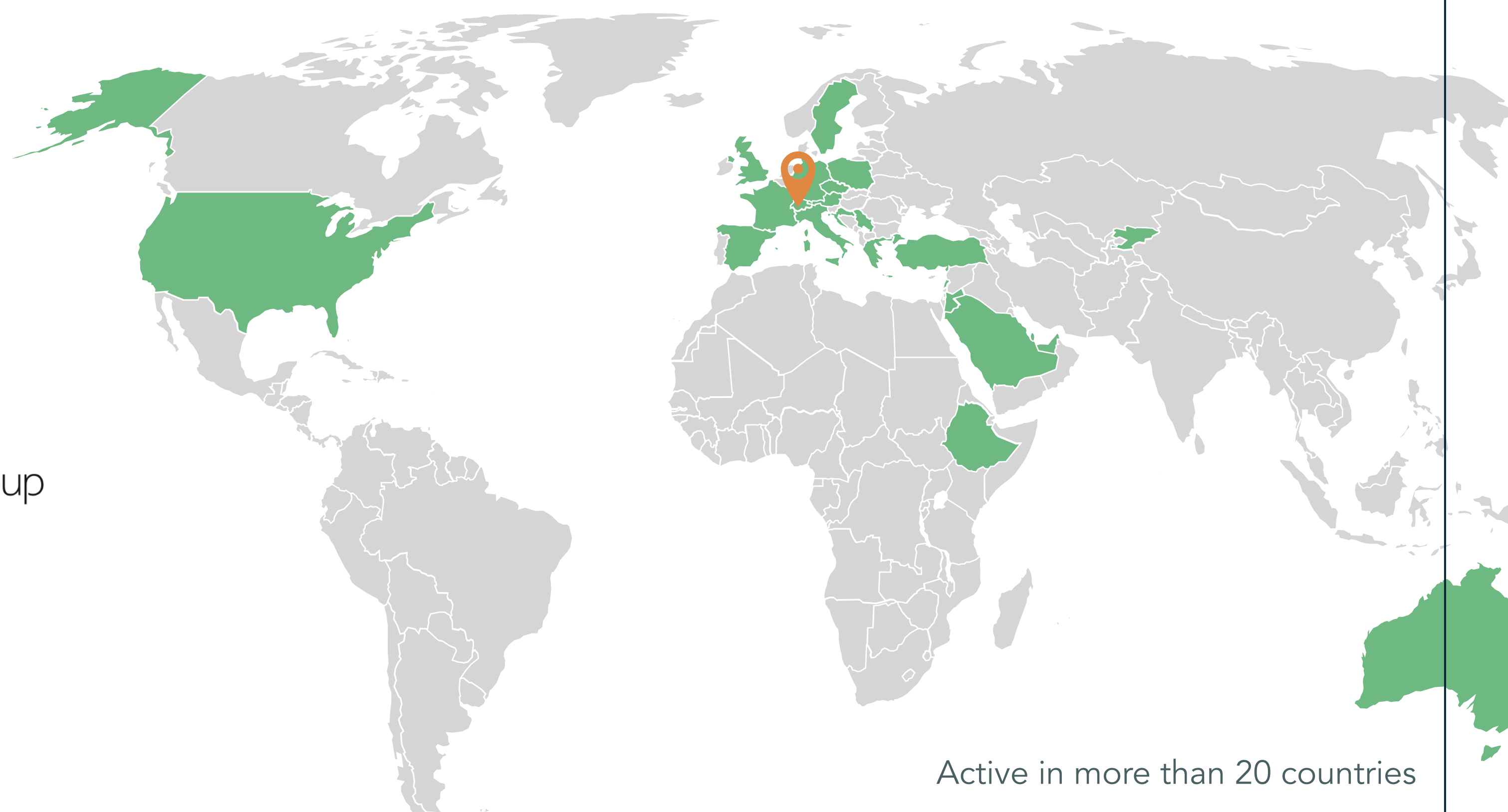
Increase your savings by having all of your data in one place:

- ✓ See your total savings to date
- ✓ Avg. savings % per item tracked
- ✓ Edible waste per guest savings
- ✓ Cost per guest savings
- ✓ Projected savings & impact if you take action
- ✓ Adjustable baseline for more accurate savings



GLOBAL IMPACT

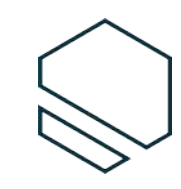
Join the food waste alliance



Active in more than 20 countries

Our mission

A global community with the aim to halve food waste by 2030.



RESULTS

Customers, who have measured longer than 6 months

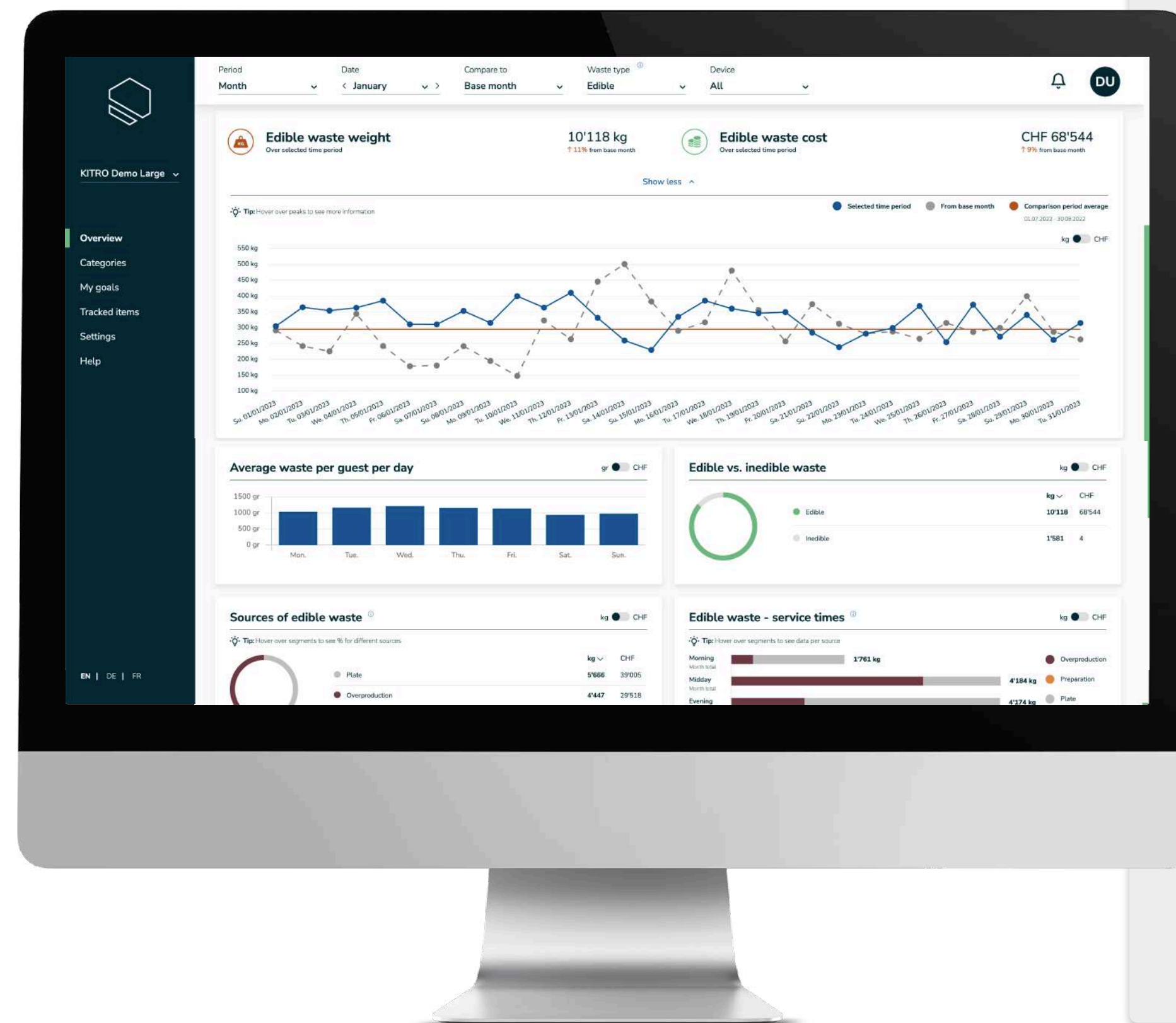
Up to

60%

food waste savings

2-8%

Reduction in
annual food cost



„At MHP we are incredibly grateful for the professional relationship we’ve built and for the exceptional system you’ve provided. Kitro is not just a tool, it’s been a catalyst for immense positive changes; not only in our financial well-being. Kitro helps us to underpin MHP's ambitious ESG strategy with tangible and credible measures.“

Hans - Peter Hermann
VP Hotel Asset Management
MHP Hotel Group (Marriott)



CASE STUDY: HOTEL

Four Seasons Hotel des Bergues in Geneva



“Within the first **3 months**, we were able to reduce our waste by **39%**.

And thanks to the customization of costs, we can easily calculate our return on investment.”

Benjamin Moury
General Manager



7.5 tons

Edible food waste savings



CHF 87'450

Food waste cost savings



>16'500

Meals saved



35 tons

CO2 emissions savings



170%

Return on investment

Measuring with 2 devices
Results time period: 34 months
Avg. 400 guests welcomed per day

CO2-emissions Source: [Beelong](#), 1kg food waste = 4.7kg of CO2 emissions

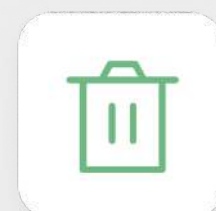
1 meal = 450gr

Testimonial Video



CASE STUDY: HOSPITAL

City hospitals Triemli & Waid Zurich



Edible food waste savings

35.5 tons



Food waste cost savings

CHF 199'980



CO2 emissions savings

167 tons



Meals saved

78'970 meals



Return on investment

422%

Measuring with 3 devices
Results time period: 46 months
770'000 meals served per year

"The advantage of KITRO compared to manual measurements is enormous; it significantly reduces our workload."

Oliver Kern
Executive Chef

Testimonial Video

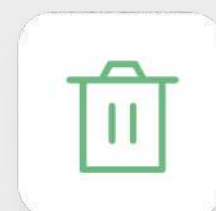
CO2-emissions Source: [Beelong](#), 1kg food waste = 4.7kg of CO2 emissions
1 meal = 450gr



CASE STUDY: RETIREMENT HOME

Senevita

Measuring with 1 device
Results time period: 23 months
Avg. 550 guests welcomed per day



Edible food waste savings

4.5 tons



Food waste cost savings

CHF 49'145



CO2 emissions savings

21 tons



Meals saved

9'933 meals



Return on investment

412%

Food waste actions examples

- **Meat:** Production reduced by 0.5kg & daily ordering reduced by 1kg
- **Pasta:** Standardized production processes implemented
- **Salad:** Daily restaurant production reduced by 1kg & reduction of preparation for all departments by 100gr

CO2-emissions Source: [Beelong](#), 1kg food waste = 4.7kg of CO2 emissions

1 meal = 450gr



CASE STUDY: RESTAURANT




Swiss Restaurant Chain

Waste per Guest Comparison



Despite having the exact same menu and processes, Restaurant 1 measured an average of **53%** higher waste per guest over the period of 7 months compared to Restaurant 2 and **+231%** compared to Restaurant 3.

Total Results

-  Edible food waste savings **2.27 tons**
-  Food waste cost savings **CHF 21'070**
-  Meals saved **5'060 meals**

1 meal = 450gr

Measured with 1 device per property | Avg. pax per day: 250 - 500

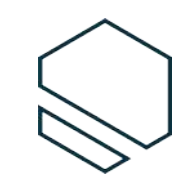


RESULTS

Summary of savings and return on investment

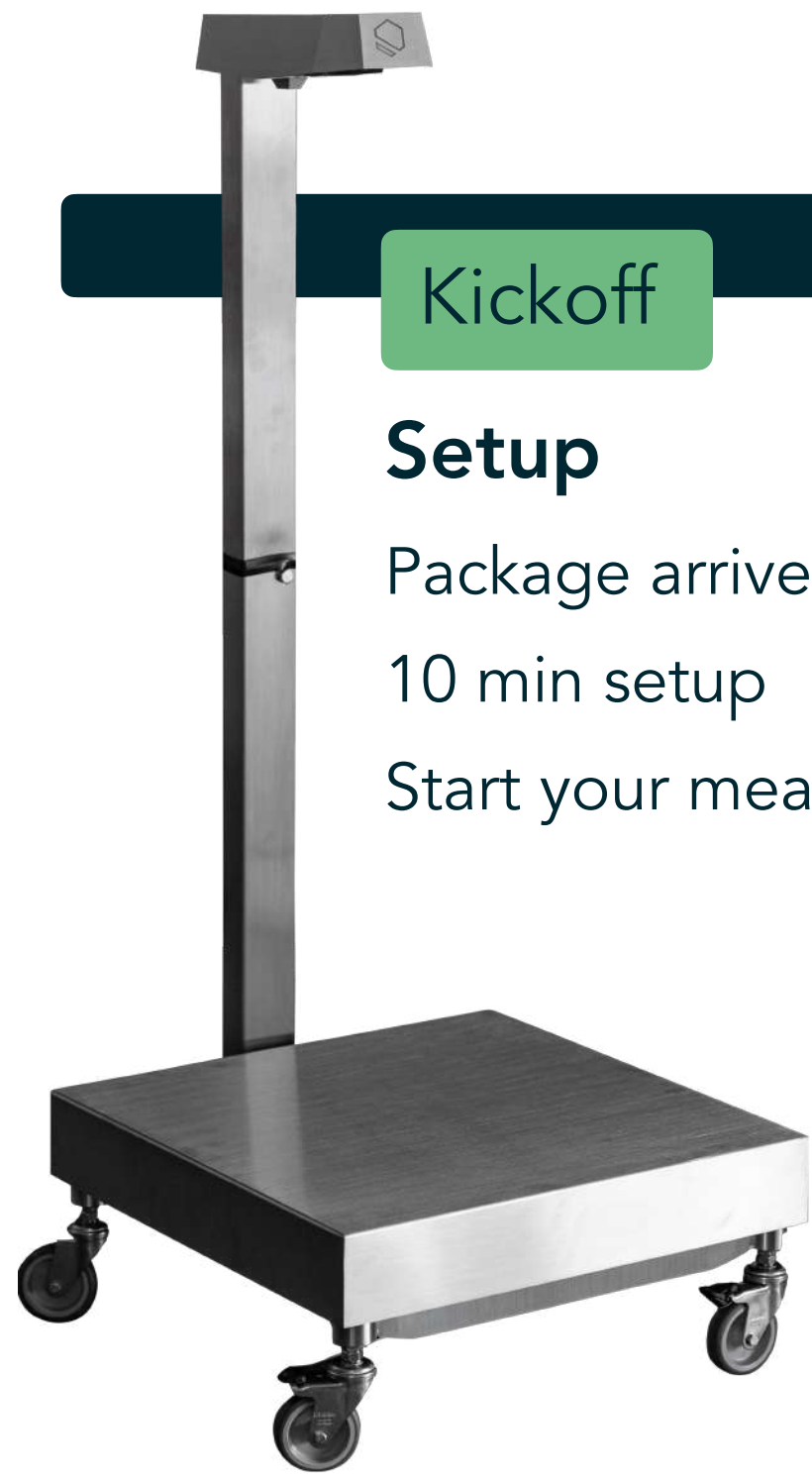
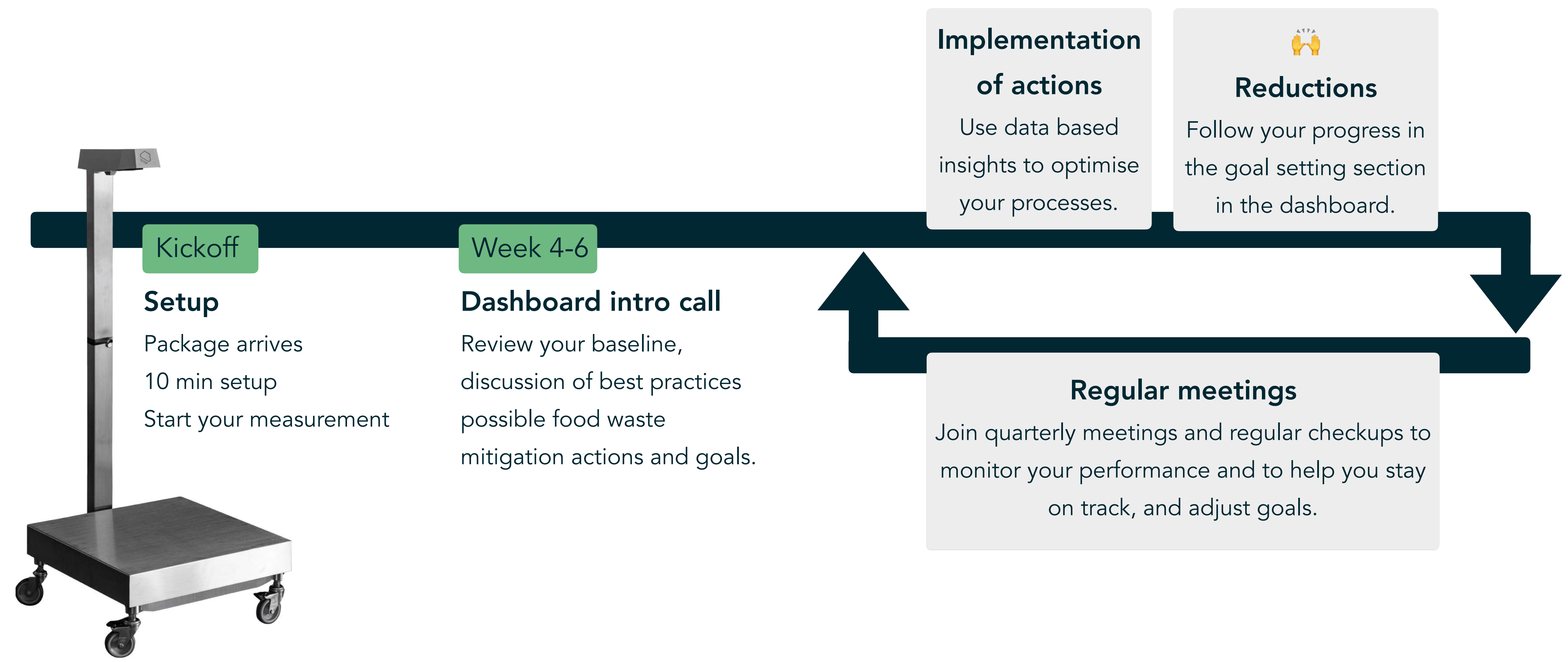
	Total food waste measured (kg)	% of which is avoidable food waste	Average of avoidable FW reduction %	Avg. cost saved per property per measurement (13mo.)	ROI %
Canteen	8'589	69%	36%	€ 20'610	115%
Hotel	12'460	64%	31%	€ 21'492	288%
Medical Center	18'582	82%	24%	€ 30'363	310%
Restaurant	11'796	61%	36%	€ 26'091	434%

✓ Benchmark numbers include **58 properties** who have measured **6 months or longer** with the KITRO TARE.



YOUR JOURNEY

Simplify food waste reduction with your dedicated food waste consultant





PRICING

Transparent with full service included

ANNUAL PACKAGE for one KITRO TARE	REDUCE
Dashboard access Users	Unlimited
Onboarding call Staff intro	Yes
Consistent email follow ups and check-ins	Yes
Food waste data granularity	Item specific reductions
1:1 expert consultation	Min. 4
Setup and shipping fee	€ 850
Monthly subscription fee	€ 515
Total (annual fee)*	€ 7'030

WHAT'S ALL INCLUDED?

- Rental of the KITRO TARE
- Guided property or group level goal setting
- Reliable tailored support along entire journey
- Ingredient targeted actions and reductions
- Regular 1:1 tailored consulting meetings with shared industry best practices
- Bespoke digital and print communicate material

*This pricing is indicative, with the ultimate pricing in currencies other than CHF subject to adjustment based on the prevailing exchange rate at the time of quotation issuance.



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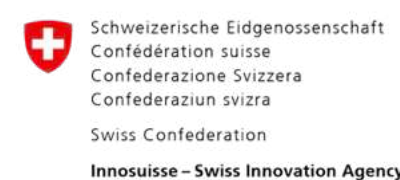
Website

Customer testimonial

 **KITRO SA**

c/o Fondation EPFL Innovation Park
EPFL Innovation Park, Bâtiment C,
CH-1015 Lausanne

 info@kitro.ch





PRICING

Transparent with full service included

ANNUAL PACKAGE <i>per device</i>	REPORT	REDUCE
Dashboard access Users	Unlimited	Unlimited
Onboarding call Staff intro	Yes	Yes
Email followups	No	Yes
Food waste data	Quarterly reporting	Item specific reductions
1:1 expert consultation	1	4
Setup and shipping fee	€ 850	€ 850
Monthly subscription fee	€ 375	€ 515
Total (annual fee)	€ 5'350	€ 7'030

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