

Your campaign guide
to running a

**YOUR
BUSINESS
IS FOOD**

**DON'T THROW
IT AWAY...**

week of
action

Introduction

This guide provides advice for planning and running a **“Your business is food, don’t throw it away”** week of action. It includes:

- The lowdown on the campaign;
- Links to all the campaign materials needed for a successful week of activity;
- Advice on planning and running your week of action; and
- How you can measure your success.



The **“Your business is food, don’t throw it away”** campaign has been developed by WRAP under the [Courtauld Commitment 2025](#) voluntary agreement, with key support from industry engagement partners. The campaign materials have been developed from successful campaigns run by [WRAP](#), [FoodSave](#) and the [Love Food Hate Waste](#), New South Wales.

What is “Your business is food, don’t throw it away” about?

It’s a brand new campaign that’s designed to save money for the businesses you work with. By using a few simple tools and techniques you can help them boost their profits and reduce food waste by not throwing so much of it away.

Research shows that the cost of food to the hospitality and food waste service (HaFS) sector is staggering - £2.5bn every year, and rising¹.

1. WRAP (2013) Overview of waste in the hospitality and food service sector
<http://www.wrap.org.uk/content/overview-waste-hospitality-and-food-service-sector>

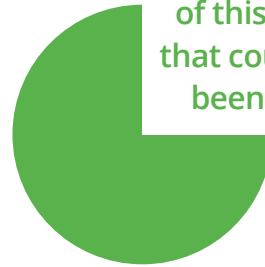
Introduction

A few facts about food thrown away in the hospitality and food service (HaFS) sector.

920,000
tonnes

of food is thrown away
by the sector each year

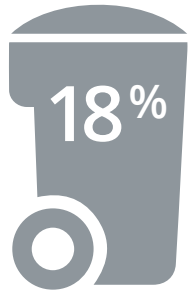
3/4
of this is food
that could have
been eaten



This is equivalent to **1.3 billion** meals...



or **1 in 6** meals served



18%
of all food
purchased in
the sector is
wasted

£10,000

average cost per
outlet per year

£2,800

the cost per tonne²



But it's an issue that businesses can take action on, and the good news is that it doesn't cost the Earth and it needn't be time consuming. In fact, it has been demonstrated (by WRAP and others working with the HaFS sector) that businesses who monitor and measure the food that they throw away, on a regular basis, can help to identify hotspots and take action.

This means that they can and do make substantial savings to their bottom line.

This is where **"Your business is food, don't throw it away"** comes in – and why the campaign makes sense for you and the businesses you work with.

2. www.wrap.org.uk/content/food-waste-hospitality-and-food-service-sector

Where do I start?

Log in to the [WRAP Resource Library](#) and navigate to 'Your business is food, don't throw it away' in the "Campaigns" section. This is where you'll find all the campaign materials. These are the highlights:

1. Starter Pack

The Starter Pack contains all the tools needed for the businesses you work with to start taking action on throwing away less food and saving money. It includes simple approaches that can be built into operational practices to monitor and measure food thrown away, including tracking sheets, top tips and good ideas, all tailored to their business needs. There's also a handy Starter Guide to signpost them to the most relevant materials.

2. Campaign Pack

The Campaign Pack is **your communications toolkit**; a menu of specially designed promotional materials that you can use to inspire and engage your businesses. On the next page section we'll start taking you through all of the campaign materials.



TIP: To help you make the campaign your own, we've designed the materials to be editable so that you can add logos and branding. The materials can be downloaded from the [WRAP Resource Library](#). To add your logo to the materials, you'll need [Adobe Acrobat DC](#) software installed on your PC. You'll also need your logo in jpg format. **Instructions:**

1. Download the 'Your Business Is Food' document from the [WRAP Resource Library](#) that you want to add your logo to.
2. Choose **Tools > Edit PDF > Add Image**.
3. In the **Open dialog** box, locate the logo file you want to place on the document.
4. Select the logo file, and click **Open**.
5. Place your logo on the document where it says **'YOUR LOGO HERE'**, or 'click-drag' to size the image as you place it.
6. A copy of the image file should appear on the page, with the same resolution as the original file.
7. Use the bounding box handles to resize the image, or the tools in the right hand panel under **Objects to Flip, Rotate, or Crop** the image.
8. **Resave** the new file.

If you encounter any issues, the [Adobe support](#) web pages have answers to common troubleshooting questions.

Planning your week

Here are some points to think about when planning your campaign:

- How many of your business contacts do you want to reach with the campaign?
- How do you normally get your business contacts involved in new campaigns?
- Which communications channels work best for you?
- Do you connect with your business contacts online?
- Do you have upcoming meetings or conferences which could include the campaign?
- Are your contacts likely to read documents? Or
- Do they respond more to visuals such as video clips?
- How will you monitor the impact of your week of action? (See “Measure your success” on p13 for some ideas).



Starting your campaign

Here's a template email you can use to kick off your campaign:

“Your business is food; don't throw it away” week is coming – can you afford to miss it?

Dear Colleague

We wanted to let you know that [insert dates] will be [insert name of organisation]'s **Your business is food; don't throw it away** week of action.

The food our sector throws away adds up to a staggering £2.5bn each year, the equivalent to 1 in 6 meals served. It affects the environment, our reputation, and most of all it affects our profits. But you can take action to reduce it and save money. And it's easier than you might think.

During **Your business is food; don't throw it away** week we'll show you how to use easy ways to find out what food you are throwing away and then take action to reduce it. By using simple tools and techniques to your everyday operational practices you can easily work out hotspots where the best savings can be made. To find out please contact us at [insert email address]. And look out for further updates in our newsletter/on our website/on Twitter #YourBusinessIsFood [delete as appropriate].

We do hope you will join the week of action so that we can all share ideas about how to make our food businesses throw away less food, profits and become more sustainable. Can you afford to miss it?

Yours sincerely


TIP: Adapt the text to match your audience's business priorities. And you can re-use the text on social media platforms such as Twitter, Facebook and LinkedIn.

Planning your week

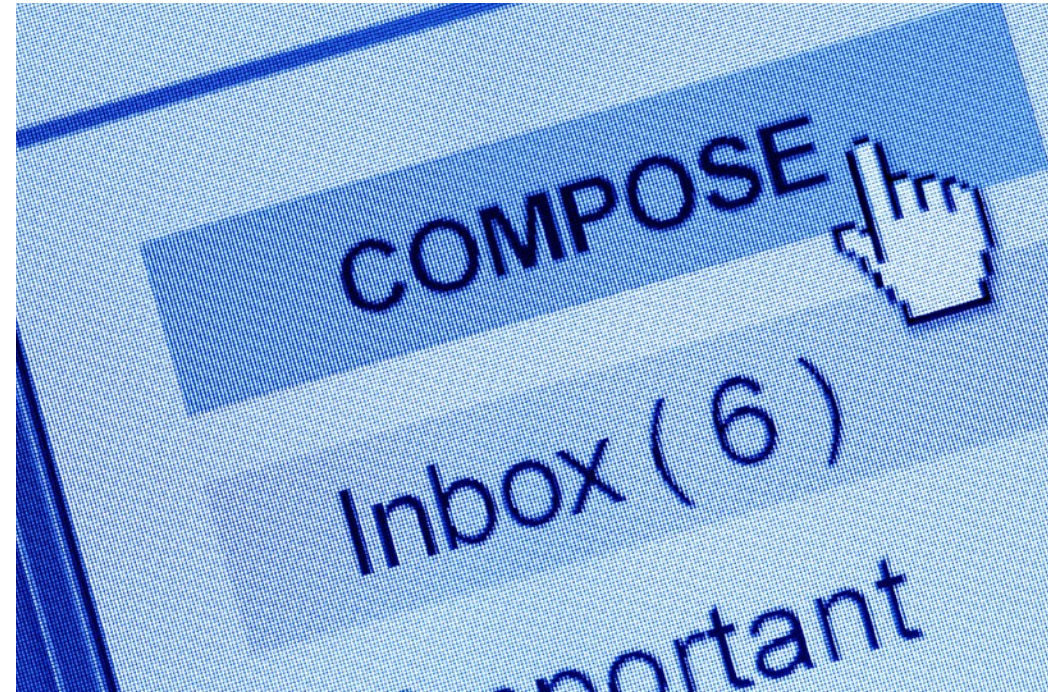
During your week of action

Send a daily email

The focus of this suggested week of action is a daily email to your contacts. This will help to keep the campaign on their agenda and in their inbox, and can be used to track their interest throughout the week.



TIP: Short and snappy daily emails usually work best, focused just on the essentials that your audience needs to know.



Over the page is a suggested schedule for your emails. You can change the subject line, or make the message more specific to your audience's business needs. Think about focussing on one or two simple messages that will resonate with them.



Week of action

Day	Subject line for email	Message for email
WEEK BEFORE THE CAMPAIGN Tuesday This email gets your audience excited about the following week's activity by bringing home the benefits to their business of reducing the food they throw away).	Are you throwing away profits from your food business?	<p>We're working with WRAP to help your business throw away less food. This will help your profits and the environment. Join us next week to find out exactly what you need to do and start saving money.</p> <p>Your business is food, don't throw it away!</p>
WEEK BEFORE THE CAMPAIGN Thursday Warm up your audience by letting them know what they can expect to see in your week of activity.	Quickstart pack to find out how much food your business throws away	<p>Not long now to the start of the Your business is food, don't throw it away Week of Action! We are really excited about showing you simple tools and techniques to stop throwing away food. We wanted to send you details of the starter pack kit (ADD LINK) so you can make all necessary preparations for next week. Have a look and let us know what you think!</p> <p>Your business is food, don't throw it away! [Add in links to case studies]</p>
CAMPAIGN DAY 1 Monday	Your business is food, don't throw it away – starts today!	<p>So at last here it is! Time to make savings on the food you throw and boost your profits.</p> <p>Don't believe you have any food that can't be eaten? That's great – measure what you have, and share your top tips with others so we can all work together to make a difference.</p> <p>Seeing is believing: use a see-through container or bag to have a good look at what is happening in your business [add link to Elior case study]</p> <p>Your business is food, don't throw it away!</p>
CAMPAIGN DAY 2 Tuesday	Menu planning to boost the bottom line	<p>Now you can start to see what is happening in your business with different types of food thrown away, you can work with your team to make simple changes to reducing the amount of food thrown away, safely.</p> <p>Menu planning can really help here. By reducing and with careful with planning you can soon see the difference to your bottom line. Here are some useful pointers to start off with [ADD LINK TO TOP TIPS].</p> <p>Your business is food, don't throw it away!</p>

Schedule continues on the next page

Week of action

CAMPAIGN DAY 3 Wednesday	Food preparation: make the most of your ingredients and reduce spoilage	<p>If you have find that you are having a high amount of prep waste, find out how to make simple changes with this checklist [add] these top tips [add] and this series of snappy videos [add]</p> <p>Your business is food, don't throw it away!</p>
CAMPAIGN DAY 4 Thursday	Food left on the plate: understanding your customers	<p>Have you noticed that you are getting high numbers on the food coming back to the kitchen from plates?</p> <p>Find out from your team what is regularly left on plates. Ask your customers if there is anything they would have changed. Research shows that smaller portions and doggy bags can really help with this (please note this must be compliant with Food Standards advice – find out more from CIEH Food)</p> <p>To find out more click here [link to Love Food Hate Waste video]</p> <p>Your business is food, don't throw it away!</p>
CAMPAIGN DAY 5 Friday	Keep up the good work! Getting your staff involved.	<p>It's really important to help everyone in your team to appreciate what an achievement this is for your business. What a great "feel good factor" to know that you are saving food from being thrown away, saving your business money and sharing your great work with others!</p> <p>Your business is food, don't throw it away!</p>
WEEK AFTER CAMPAIGN Tuesday	Hope you enjoyed our week of action; keep the good ideas coming!	<p>How did you get on? Keep sending us your own ideas and tips for reducing the amount of food thrown away. Keep following the conversation on Twitter #YourBusinessIsFood.</p> <p>Your business is food, don't throw it away!</p>



TIP: Use an email package such as [Mailchimp](#) to schedule and send your daily emails. This will help you measure your success and will show you which messages work best for your audience. It is important to make sure that your contacts have consented to you sending them emails. Check the latest [data protection legislation](#) if you are unsure.

Week of action

Tweet a “Tip for the day”

Generate interest from your business contacts (and your wider Twitter audience) by sending a tweet at least once a day during the campaign week. The tweets should complement the themes your daily emails. Here is a template Twitter schedule:





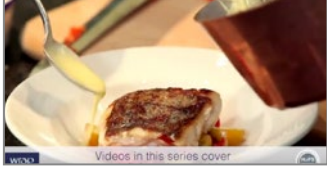


Day	Tweet
WEEK BEFORE CAMPAIGN Tuesday	Our sector throws away £2.5bn food each yr; money that could be saved on the bottom line. Next wk #YourBusinessIsFood shows you how (ADD LINK TO YOUR CAMPAIGN WEB PAGE)
WEEK BEFORE CAMPAIGN Thursday	#YourBusinessIsFood don't throw it away: next wk we'll show you how to reduce food thrown away & boost profits. Start your prep today! (ADD LINK TO YOUR CAMPAIGN WEB PAGE AND STARTER PACK)
CAMPAIGN DAY 1 Monday – theme of the day	Our #MondayMotivation is to get you started on reducing food thrown away. #YourBusinessIsFood starts today at (ADD LINK TO STARTER PACK USER GUIDE)
Monday – tip for the day	#YourBusinessIsFood tip: get your posters up and talk to your staff about why throwing away food matters (ADD LINK TO FOOD WASTE AUDIT VIDEO)
CAMPAIGN DAY 2 Tuesday – theme of the day	#YourBusinessIsFood: How did day 1 go? Chat to your staff, do you need some more bins, have they already noticed where the waste is coming from?
Tuesday – tip of the day	#YourBusinessIsFood tip: Make measuring easier & put bins where you need them. Keep staff involved: they have solutions to make business better
CAMPAIGN DAY 3 Wednesday – theme of the day	WATCH: Meat, fish or veg? Make the most of ingredients to max your profits and reduce food thrown away #YourBusinessIsFood (ADD LINK TO CHEF MASTERCLASS VIDEO TRAILER)
Wednesday – tip of the day	#YourBusinessIsFood tip: Order meat and fish cut to the size you need: saves prep time & less food left over to manage
CAMPAIGN DAY 4 Thursday – theme of the day	#ThrowbackThursday: prev generations knew all about reducing prep, spoilage & plate waste, here's a reminder #YourBusinessIsFood (ADD LINK TO PREP, SPOILAGE & PLATE WASTE POSTER)
Thursday – tip of the day	#YourBusinessIsFood tip: Repeating your food review seasonally or every 3-6 months helps keep food thrown away in check
CAMPAIGN DAY 5 Friday – theme of the day	#YourBusinessIsFood & it starts with your staff. Get them involved in reducing food thrown away & see the benefit to the bottom line
Friday – tip of the day	#YourBusinessIsFood tip: Nothing works like healthy competition, so why not get a FoodSaver league table going to reward your staff?
WEEK AFTER CAMPAIGN Tuesday	We hope you enjoyed #YourBusinessIsFood last week. We def enjoyed receiving your feedback, & pls keep sending it to us!

TIP: Use [Bitly](#) to reduce the length of your links. Use #YourBusinessIsFood to help you track who's liking, retweeting and sharing your campaign. Adding pictures to your tweets will increase the likelihood that they will be read, liked and shared.

Week of action

Videos and animations

Our series of engaging videos use a range of styles to bring home the food waste reduction message to the HaFS audience. They are all available publicly, easily shared, and you can make them playable from your website. This [60 second YouTube video](#) shows you how.

<p>"Your business is food, don't throw it away!"</p>		<p>Chef masterclass: making the most of vegetables</p>	
<p>Track the food you throw away and save thousands of pounds a year</p>		<p>Chef masterclass: making the most of fish</p>	
<p>Chef masterclass: trailer</p>		<p>Love Food Hate Waste: Consumer attitudes when eating out</p>	
<p>Chef masterclass: making the most of meat</p>		<p>You can find all of the videos and more on the "Your Business is Food" YouTube playlist.</p>	

TIP: Write a blog post on your website and make it come alive by including an embedded video clip on the web page.

Week of action

Photographs

Included in the “Your business is food” Campaign Pack is a range of photos you can use to illustrate your campaign online, in print and in presentations. They’re all royalty free, and are available in a range of resolutions. Check out the [Resource Library](#) for more photos like these.



Case studies

From small hotels making big savings, to food caterers cutting down on food waste, our case studies demonstrate that taking action can and does have a positive impact to the bottom line. You can access all the case studies via the [Resource Library](#), add your own logo and host them on your website.

TIP: Why not take quotes and other useful text from the case studies to use in your Twitter campaign?



Poster

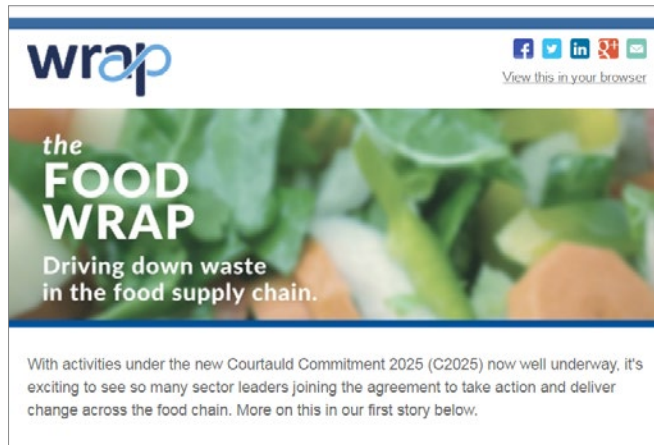
The “Your business is food” poster makes a bold statement in staff canteens and other areas with noticeboards. Customise it with your own logo and branding to bring home the message.

Week of action

During your week of action

Once you and your business contacts have started the journey in taking action on food waste, you won't want to stop. And we've got plenty of additional resources that can be used to continue the conversation after your week of action.

Sign up to the Food WRAP: this is WRAP's quarterly newsletter on our work in food and drink. It will keep you updated on **"Your business is food, don't throw it away"** as well as highlighting new resources available to take action on food waste.



Join the [Love Food Hate Waste](#) community on Facebook:



Measure your success...

Understanding the impact of your campaign is a really important part of its success. This doesn't have to be admin-heavy or time-consuming, but it really helps to build in the evaluation at the start of your planning. For example:

- Run a Twitter poll before your week of action starts to find out more about your audience's awareness of the food they throw away. Run the same poll after the campaign and see what results you get.
- Monitor the number of pageviews and downloads to your website's **"Your business is food, don't throw it away"** campaign page, using web tools such as Google Analytics.
- Measure your Twitter success with TweetReach or Twitter Analytics.
- Run a survey using free survey tools such as [SurveyMonkey](#) to get more detailed feedback from your partners – how has the Starter Pack helped them to throw away less food? Would they like to share their success stories? Do you have any candidates who could be a Your Business is Food Champion?



Analytics
Measure and boost your impact on Twitter.
[Sign In with Twitter](#)

Meet your dashboards

- Tweet activity**
Measure engagement and learn how to make your Tweets more successful.
- Followers**
Explore the interests, locations, and demographics of your followers.
- Twitter Cards**
Track how your Twitter Cards drive clicks, app installs, and Retweets.

...and tell us about it!

We'd love to hear how you're getting on with the campaign. How many hits are you getting to your website? What's the Twitter chatter like? Which materials work for you, which don't? [Let us know!](#)

WRAP's vision is a world in which resources are used sustainably.

Our mission is to accelerate the move to a sustainable resource-efficient economy through re-inventing how we design, produce and sell products; re-thinking how we use and consume products; and re-defining what is possible through re-use and recycling.



“Your business is food, don't throw it away” has been developed by WRAP under the Courtauld Commitment 2025. We would like to thank [Love Food Hate Waste, New South Wales](#) and [FoodSave London](#) for their permission to reproduce material.

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