

Horeca Leaders of change

Good practices from change leaders in Horeca Sector

Circularity and integration of resources are the key directions for Horeca in 2023

In the time of constraints and volatility in supply chains, increase in product prices, energy and labor costs and challenges with waste management, new approach to run and develop restaurant business and Horeca organizations is needed. There are examples on the market of leaders who push to build awareness by integrating resources and different stakeholders responsible for each stages of food supply chain. Leaders who create a community around organization and business to fight the challenges and thinking forward building scenarios for the demanding future. Let's meet Swedish, Polish and Finnish leaders sharing their opinions and knowledge on 3 aspects: Circularity, Partnerships and Real actions.



Filip Lundin, SOPKÖKET

Filip is an owner of a concept where the surplus foods from supermarkets (fruits, veggies, meat, fish, diary, bread) are rescued and becoming ingredients for meals to sold as frozen meals circularly back to the customers in the supermarkets. This is the idea for business, but most important for circularity and impact to minimize food waste from. According to his approach - collaboration and circularity are the key components of today's Horeca business. "Someone can see some resources they currently as waste, whilst another might view it as a resource worth paying for in money and/or good will. Used in the same way or in a new and innovative way". Creative process of matchmaking waste with new possible solutions linking together new collaborations is the directions for leaders.



Marek Cynowski, Rebel Tang

Marek leads the Virtual Restaurant as Service concept in which he proves that the integration of resources and partnerships between restaurants and Horeca sector is the idea for resilient strategy. He also serves the approach that Horeca leaders need to be more aware of data collection (about the business, logistics, production, but also sustainable activities, food waste management).



Carlos Henriques, Restaurant Nolla

Carlos with his co-partners created a whole concept of Nolla Restaurant as where sustainability is the main component. It is "not only food you cook but also energy and clothes you use". Any leftovers in Nolla go to a composting machine that converts organic waste into soil-enhancing material. Then, they return it to local farmers, closing the loop. An in-house microbrewery also enables the restaurant to offer fresh craft beers, and grain residues are used to add extra flavor to their handmade desserts. Leaders in Horeca need to be open-minded and brave.

Create partnerships, and respect the food waste to make impact and build better business

1. Circular means valuable, optimized and authentic. Try to find a way to bring it to your Horeca business.
2. Measure the waste, processes, energy, operations. Answer questions: Are you sustainable? Is there a gap in your business to rethink and change?
3. Create partners ecosystem. List who do you support and how is the food supply chain built around you.

3 tips

From Horeca Leaders of change