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TRAVEL INDUSTRY TRENDS IN A FEW MINUTES



SUSTAINABILITY SEPTEMBER 2017

CSR TRENDS

No longer are international organisations the only ones pushing for sustainability: customers are crying out for companies that follow ethical principles in everything they do – from the way they treat the land they occupy, to how they care for the animals they rear, to how they look after the people they employ.

Autogrill® has taken on this responsibility – and for the long term. Its roadmap to the future stands on three fundamental (and interlinked) pillars: investing in people, products and the planet. Employees who feel respected and engaged are more likely to make sure the products they help create are of the maximum quality possible. A healthier planet yields healthier produce: farming land organically, respecting its natural cycles and not filling it with excessive waste makes for better food that has the clean aftertaste only fairness and honesty can give to a meal.



FOOD-WASTE REDUCTION

In a world where resources are becoming increasingly precious, wasting nature's bounty must be avoided for the long-term health of our planet. That is true not only regarding fossil fuel but also food that is painstakingly planted, grown and harvested for our growing population. It is calculated by fao.org that almost one-third of the entirety of food produced in the world for human consumption gets lost or wasted – that's 1.3 billion tonnes.

Wasting food is not only harmful for the environment but also comes at a steep cost for companies, too – all the more reason to get involved in the fight. Whereas in developing countries most food gets lost after the harvest at processing level, in developed countries 40 per cent of food waste is generated by retailers and final consumers. Although there is plenty that can be done by end-users to curb food waste in each and every household, both supermarkets and grocery stores are in a prime position to act.

Some countries are more advanced than others at leading the way in making a difference. A study by [Dansk Handelsblad and Danish Agriculture & Food Council](#) indicates that intensive lobbying by activists (for example, Selina Juul) has allowed Denmark to lead the pack in reducing food waste by 25 percent over a five-year period. Achieving such a result required a concerted effort on the part of retailers and consumers; and the emergence of initiatives from both big players and innovative start-ups has been fundamental. On the one hand, big retailers such as Rema 100 (the biggest budget groceries chain in Denmark) have agreed to stop

> TAKE LOOK <

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bulk-buy discounts and offer single-item promotions instead. Smaller start-ups such as Wefood reportedly have taken a different approach. Founded last year, Wefood is a supermarket chain that receives discarded food from bigger chains and suppliers to resell it at a much lower price – between 30 and 50 per cent less than retail prices. As the first location in the southern district of Amager proved hugely successful, a second branch opened last November in the central and very trendy Nørrebrogade, proving that this kind of outlet can attract interest from a broad spectrum of buyers.

More nations are trying to tread the same positive path. France famously passed a law last year providing for fines against companies that intentionally destroy discarded food, in order to discourage ‘bin divers’ from retrieving it. Instead, they must enter into contracts with food banks to donate their edible (but past its sell-by date) food to charities. Regardless of legal limitations and prescriptions, big retailers around the world should follow the same example – and many are doing so.

In the UK, two of the main supermarket chains are competing not only for market share but also recognition for how committed they are to curbing food waste. In 2016, food retailer Sainsbury’s launched a £10million, five-year plan to halve food waste across the UK: the “Waste Less, Save More” initiative provides customers in selected areas with food-sharing apps and smart fridges that monitor consumption. On the other hand, food-retail behemoth Tesco has pledged that no food fit for human consumption will be wasted by its outlets by the end of 2017; one of the tools it is using to achieve its aim is a so-called “food-waste hotline”, a digital

portal that connects suppliers with Tesco’s product teams and helps resolve issues of product surplus or waste as soon as they arise in the supply chain. Digital tools are useful for tackling this issue on a micro level too. Apps can be used by individuals to self-regulate consumption and redistribute waste. As the sharing economy takes hold of the way we travel in a taxi or invest in property, its effect is also being felt in how we buy and sell our food. Across Europe, food-sharing apps are changing the relationship we have with our compost bin – and bringing communities together at the same time.

In Italy, [app Ratatouille](#) shows up leftovers inside a user’s virtual fridge for other members to choose; and through geolocation, members of the community can see the closest pick-up point. In London, OLIO works to a similar principle – with the added benefit of letting customers swap products beyond food, so neighbours can exchange bottles of lotion, too. [Germany’s Foodsharing](#) was created in 2013 and works thanks to roughly 25,000 volunteers who pick up food that would otherwise be thrown away from more than 3,000 companies across the country and then redistribute it to the portal’s users (or keep it for themselves). In Denmark, Too Good to Go cuts out the middleman and connects users directly with restaurants, cafés and bakeries about to draw down their shutters for the day and lets customers enjoy top-quality takeaway for the equivalent of a few euros; all food is boxed up in a sugarcane box so even the packaging is environmentally conscious.

> TAKE LOOK <

TRAVEL INDUSTRY TRENDS IN A FEW MINUTES



SUSTAINABILITY SEPTEMBER 2017

CARING FOR EMPLOYEES

As consumers' scrutiny of a brand's ethical credentials increases, questions about how employees fare in a company have started influencing customers' decision-making processes.

If a company wanted proof of the need to put employee rights centre stage, here's perhaps the most convincing argument: it has been scientifically proven that happier employees are more productive than those who are dissatisfied with their workplace. A study by the University of Warwick in Coventry, England, quantifies at 12 per cent the spike in productivity that a positive work environment can have on employees. Whereas some companies might have thought that bringing table football and a few bean bags into the office would be sufficient, far-sighted brands have been investing in methods to truly care for their employees. Additionally, those companies having an eye on the long-term benefits of fostering a positive employee culture already know the importance of investing in skills and personal development to encourage employees feeling committed to their workplace.

[Starbucks](#), for example, led the way when it publicly announced that it would pay for its employees' college fees through a partnership with Arizona State University. The bachelor degree that its employees can get is achievable on both a full-time and a part-time basis.

Training on the job is just as important to show employees that a company cares – and programmes are springing up across different contexts. From newspapers such as the [New York Times](#) helping its team of journalists adapt to a

changing media landscape by pairing them with tutors who can teach them digital skills to mainstream F&B players such as [Wetherspoon](#) in the UK training hourly paid staff so they can get to managerial positions in the company all industries can benefit from this approach .

If a supermarket chain such as Wegmans is spending about \$50million on training and development every year, it is clear that a corporate budget that includes a dedication to employee development can be considered an investment (and not just expenditure).

Caring for personnel, however, doesn't necessarily end only at the employees who man an office or retail outlets – and that's particularly true of bigger corporations that have a wide international network of suppliers. Many companies are kick starting programmes in the areas where they source produce or manufacture their goods. Sometimes these are directly aimed at people who are training to be hired by the brand itself, but in most cases they take a wider approach to assisting local communities.

In Honduras, coffee heavyweight Kenco has created a project called 'Coffee vs Gangs', which teaches young people how growing coffee can turn them into independent business owners and therefore make for a feasible alternative to joining criminal groups ([coffeevsgangs.com](#)).

American food corporation [Kellogg](#) has focused on giving women a chance to become self-sufficient with initiatives such as a partnership with

> TAKE LOOK <

TRAVEL INDUSTRY TRENDS IN A FEW MINUTES



SUSTAINABILITY SEPTEMBER 2017

Technoserve to train 12,000 female farmers in India.

Additionally, oil giant [Shell](#) has come up with an initiative in Nigeria that involves organising football tournaments to scout young sporting talent (and prevent aspiring footballers from leaving school): the Shell Cup proves that sometimes competitions can be a useful tool to motivate and engage both local communities and employees.



> TAKE LOOK <

TRAVEL INDUSTRY TRENDS IN A FEW MINUTES



SUSTAINABILITY SEPTEMBER 2017

PLANET: THE IMPACT OF FOOD DONATION

In the fight against food waste, helping ensure that food that is still perfectly fresh and tasty enough to be eaten doesn't end up in the rubbish bin is already a victory. But if that same food ends up feeding those who would not have been able to afford a meal otherwise, the gain is doubly successful.

Autogrill®'s North American arm, HMSHost Corporation, operates primarily in airport hubs across the US and Canada, and for more than a decade has worked towards the goal of having no good food prepared on the premises be unnecessarily wasted. Through a partnership with the Food Donation Connection, many of HMSHost's salads, sandwiches, fresh fruit and desserts that remain unsold at the end of a working day are collected from more than 100 different HMSHost locations and delivered to local food banks, charities or homeless shelters.

In 2016, that meant a grand total of more than 3 million food items finding their way to those in need. This also means that the mass of leftovers ending up in landfills is hugely reduced – protecting the environment as well as saving businesses money that would have had to be spent on waste disposal. At Seattle-Tacoma International Airport in Washington, even the food scraps that do have to be thrown away get recycled and made into compost – and so turn into eco-friendly fertilisers for healthy soils. Whether you're travelling from North Carolina's Charlotte Douglas International Airport, Salt Lake City International Airport in Utah, or airports in Memphis, Nashville, Dallas and many others, HMSHost's food that's left on

the shelves after you've taken off has a longer journey ahead than just a short hop into the bin.

HMSHost International's activities at Amsterdam's Schiphol airport, supports the organisation's 'Made Blue' funding projects that match each litre of water used in the airport's catering with a litre of clean drinking water created through initiatives in developing countries.

For HMSHost, it means its clean water pledge will provide enough clean drinking water in the outskirts of Bandung (Indonesia) as well as My Hoa (Vietnam), of healthy, hygienic living for as many as 5,000 families. [Source : [Water for Life](#)]



> TAKE LOOK <

TRAVEL INDUSTRY TRENDS IN A FEW MINUTES



SUSTAINABILITY SEPTEMBER 2017

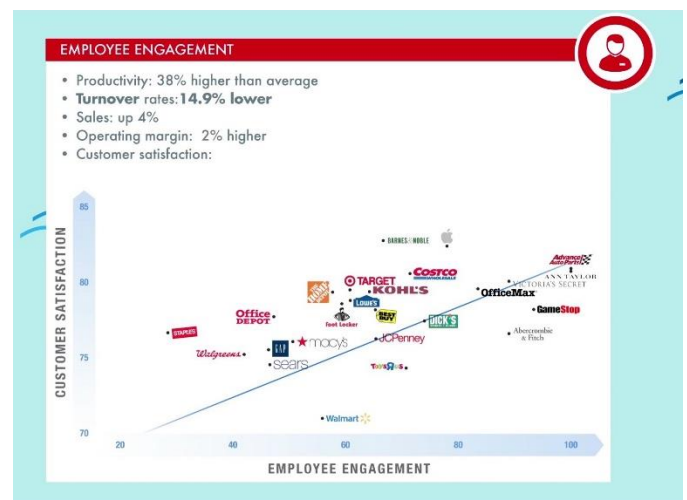
PEOPLE: WHEN ENGAGED STAFF MAKE THE DIFFERENCE

For a passionate barista, training on the job happens naturally with every new cappuccino or flat white poured, but to stimulate and motivate its employees even further, Autogrill® has partnered with coffee-maker Kimbo on its “European Barista Competition”. In its third edition, the initiative keeps bringing together the very best baristas from Autogrill®’s European network to showcase their abilities. By pushing participants to hone their skills, the competition also means that customers stopping by at Autogrill®’s locations can enjoy an ever-better coffee.

Last year, nine finalists converged from France, Italy, Spain, Belgium, Switzerland and Germany to the heart of Autogrill®’s experimental food centre, the Spazio Fucina in Milan.

Here, they were asked to turn out two iconic Italian coffees (an espresso and a cappuccino) and let their creativity run wild with a signature beverage. After accurate judging by coffee experts from the Italian delegation of SCAE, the Speciality Coffee Association of Europe, Spanish barista Filipe Escodar Valle was crowned the winner. His sought-after prize was a visit to the Brazilian plantations where Kimbo grows the beans that make up its blends; an extraordinary opportunity to further his knowledge and expertise in coffee making, as well

as meeting the people whose work turns into the tastiest coffee in the Autogrill® network.



> TAKE LOOK <

TRAVEL INDUSTRY TRENDS IN A FEW MINUTES



SUSTAINABILITY SEPTEMBER 2017

AUTOGRILL® GROUP WINS 7 PRIZES AT THE 2017 FAB AWARDS



Autogrill® is once again amongst the companies acclaimed at the FAB Awards (Food&Beverage Awards), the international airport foodservice event organized by the magazine “The Moodie Report” and held in Toronto this year.

During the ceremony on Thursday 22 June, the Group picked up 3 awards in the following categories:

- *La Spirito de Vojado - The spirit of travel*, for its Creative Carbohydrates initiative;
- *Wow Factor 2017*, with its Pier Zero, Helsinki Airport;
- *Airport Coffee Non-Alcoholic Beverage Shop of the year*, with its Starbucks at Los Angeles Airport (T6)

Autogrill® also won a European prize in the “Food&Beverage marketing & promotions campaign of the year” category for its digital strategy in support of the Bistrot concept: a “glocal” approach

campaign that integrated global aspects with local content by leveraging the concept’s unique characteristics and adapting the storytelling to the peculiarities of the various social channels. A special mention also went to the *Exki Takeaway* concept at Brussels Airport in the Food to Go’ Offer of the Year category.

Amongst the other successes, HMSHost won another three regional prizes in the following categories:

- Airport Upscale Dining Restaurant of the Year, with its *Crystal Jade*, Beijing Capital International Airport;
- New Food & Beverage Concept of the Year, with its *Book & Bourbon*, Louisville International Airport
- Airport Food & Beverage Offer Best Reflecting ‘Sense of Place’, for its *Book & Bourbon*, Louisville International Airport

“Innovation is in Autogrill® Group’s DNA, it’s what guides us in designing new concepts and implementing processes and services that are increasingly efficient and in line with customers’ and partners’ needs,” said Autogrill® Group Chief Marketing Officer Ezio Balarini. “This is why we’re happy to be on the stage again at the FAB Awards, to collect these prestigious prizes that confirm we are going in the right direction and spur us to continue with the enthusiasm and passion that have always been our hallmarks.”

> TAKE LOOK <

TRAVEL INDUSTRY TRENDS IN A FEW MINUTES



SUSTAINABILITY SEPTEMBER 2017

Prizes in 2017

CATEGORY: LA SPIRITO DE VOJAGADO

Autogrill® won in the 'LA SPIRITO DE VOJAGADO' category thanks to the innovative approach of **CREATIVE CARBOHYDRATES**, a new approach to food, in fact, with tasty products but quality and above all balanced in nutritional terms, thanks to the guidelines developed in collaboration with renowned Italian angiologist Dr. Mauro Mariani. Adopting this approach, the chefs at Autogrill®'s Spazio Fucina and Dr. Mariani developed three new carbohydrate-based recipes for the innovative BISTROT concept, for travellers' lunches.

The initiative was designed to offer a meal satisfying the tastes of increasingly demanding travellers capable of making well-informed food choices. Diet is a key factor for our wellbeing at all times of the day, also when we're travelling, which requires a lot of energy.

CATEGORY: 'WOW' FACTOR 2017

HMSHost won 1st prize in the "WOW FACTOR 2017" category with **Pier Zero**, an iconic concept at Helsinki Airport (a masterpiece of avant-garde architecture), which combines an excellent culinary offering with high quality services. Thanks to the splendid view of the apron, Pier Zero is the ideal location for passengers to pass the time waiting for their flights whilst enjoying a sophisticated menu – exalting local flavours revisited in a modern key - and

all the comforts of the refined dining room and fashionable bar.

CATEGORY: AIRPORT COFFEE, NON-ALCOHOLIC BEVERAGE SHOP OF THE YEAR

HMSHost also won in the "Airport Coffee Non Alcoholic Beverage Shop of the Year" category with its Starbucks at Los Angeles International Airport (Terminal 6).

The partnership between HMSHost North America and Starbucks Coffee Company began in 1991 and has expanded over the years, bringing access to the Starbucks Experience to the world's most popular travel venues. In Terminal 6 at Los Angeles International Airport, travellers can explore something new and experience the Starbucks® Reserve selection with coffees sourced from some of the most hard-to-find beans in the world. A wider range of travelling customers, not just coffee drinkers' demands are met here as well, with an expanded menu including an assortment of food offerings from freshly baked breakfast items to small plate menu items like cheese plates, Spicy Thai Bowtie Pasta Salad, and the Chickpea Bean Salad.