

# FOOD WISE HONG KONG CAMPAIGN

## FEATURE ARTICLE ON FOOD WASTE REDUCTION

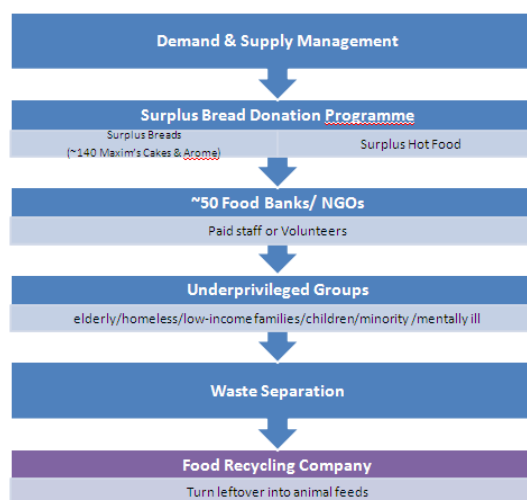
Name of Organization:	Maxim's Caterers Limited	
Nature of Business:	Food & Beverage/Restaurant	
Area of Application:	Donation & Recycling	
Reference No.:	FW2013001_FB	

### BACKGROUND / PROBLEM

Restaurants and bakeries are expected to provide fresh food/products to the customers every day, and unsold products including those in good condition and are safe to consume, are often forced to be disposed to the landfill. Caterers are aware that it is a waste of useful resources that create burden to the landfill, while thinking of ways to reduce the volume of food waste.

### MAXIM'S SURPLUS FOOD DONATION AND RECYCLING PROGRAMMES

Maxim's Group sees inventory management crucial to its business as well as an integral part of its corporate social responsibility. While providing quality fresh food to the customers, it is important to strike a balance between the demand and supply of food consumed on a daily basis. Though surplus items are inevitable, Maxim's Group finds ways to put them in better use.



#### Donating Quality Edible Items

With an aim to minimize wastage at the bakery chains, the Group initiated the Surplus Bread Donation Programme since 2009. Over 140 outlets of Maxim's Cakes and Arome Bakery are currently participating in the programme which benefits over 50 charitable

organizations.

In addition, a number of catering service units and staff canteens is also donating surplus hot food to charities. Surplus hot food are collected at these outlets and processed into meal boxes distributed to the needy.



*Beneficiaries of Surplus Bread Donation Programme*

Food safety of the donated products is the ultimate concern. Therefore, Maxim's Group's quality assurance team has conducted thorough research and set up stringent standards to ensure the donated food is safe throughout the preparation and delivery process. Ingredients used and storage requirements are considered when identifying products feasible for donation. Charity partners are requested to abide to the stringent food safety guidelines so that every donated item is safe to consume by the beneficiaries.

#### Recycling Non-edible Food Waste

Surplus food or leftovers not suitable for donation is either recycled or sent to the landfill. In order to minimize the volume sent to the landfill, selected restaurants and production factories have implemented waste separation programme to separate food waste into organic waste and inorganic types. For organic waste, it would be sent to government-registered recyclers to turn it into animal feeds.

## **ACHIEVEMENT**

As of April 2013, over 140 Maxim's Cakes and Arome Bakery outlets are donating surplus breads to over 50 charities in town regularly. The campaign has successfully benefited thousands of needy throughout the years, and the Group welcomes applications from more charities to help more people.



*Maxim's volunteers collect surplus breads to a charity partner*

The Group has also set up Maxim's Volunteer Team to help collect and deliver surplus bread to charities on monthly basis to help ease the manpower and logistics burden of charity partners. The Group is also partnering with various charities to encourage public participation as Bread Run volunteers.

Surplus bread donation results:

- Surplus bread donated in 2012 was 4 times the quantity of 2011.
- Over 140 outlets of Maxim's Cakes and Arome Bakery are currently participating in the programme which benefits over 50 charitable organizations.

Recycling non-edible food waste results at factories:

- Monthly average of 110K kg of food waste are collected at factories for recycling, which helps reduce green house gas emission by about 25,500kgCO<sub>2Eq</sub>.

The Group is actively supporting food waste reduction initiatives organized by NGOs and is currently participating in the following schemes:

- Greener's Action – No Leftover Campaign
- Greener's Action – Food Waste Reduction Campaign
- MTR Mall Food Waste Reduction Pledge 2013

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