

# Revolutionising the Food Service Landscape in 2024: Sustainable Practices Take Center Stage

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In the months after a groundbreaking COP28, the spotlight intensifies on the food service industry's commitment to sustainable practices, as businesses worldwide gear up to redefine their impact on the environment and enhance client experiences. The imperative to champion sustainability has become a global focus, setting the stage for transformative changes in 2024.

Amidst the myriad challenges and opportunities, experts have identified key focal points that will shape the narrative of sustainable food service practices this year. From local supply chains to zero-waste initiatives and eco-friendly packaging, businesses are aligning their goals with environmental stewardship and client satisfaction.

Alex Kristall, Managing Director of The Good Eating Company, a frontrunner in the industry [[www.goodeatingcompany.com](http://www.goodeatingcompany.com)], emphasises the urgency of sustainable goals and effective communication with clients: "Clients' growing concern for our environmental impact propels us to innovate and set ambitious goals within GEC. By spotlighting our initiatives, we aim to inspire businesses to join us in fulfilling their ESG commitments. Sustainability is no longer an option but a collective responsibility, with increasing significance to both clients and employees."

Key Focus Areas for 2024:

## 1. The Supply Chain Revolution:

- Prioritising local farmers and suppliers to reduce carbon footprints and bolster regional economies is gaining momentum. Alex Kristall highlights the importance of sourcing locally: "By prioritising fresh, seasonal ingredients, companies contribute to regional vitality and ensure the highest quality offerings."

## 2. Zero-Waste Initiatives Take the Lead:

- Companies are intensifying efforts towards zero waste, implementing robust recycling programs and innovative kitchen practices. Kristall notes, "Meticulous consumption management coupled with repurposing leftover food has been a game-changer. GEC's collaboration with Go Dhamic's Feed Everyone Campaign showcases the opportunities there are to redistribute left over food, an champions the industry's commitment to minimizing waste."

## 3. Eco-Friendly Packaging Revolution:

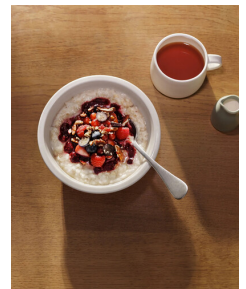
- The adoption of sustainable, biodegradable packaging materials is becoming a norm. Alex Kristall highlights their partnership with Notpla, emphasizing the versatility of their materials: "At GEC, we work with Notpla, which decomposes regardless of disposal method. The removal of single-use packaging is challenging but achievable with the increasing availability of alternatives."

## 4. Empowering the Workforce through Education:

- Food service providers are taking the initiative to educate their clients' workforces on the importance of sustainable food practices. Kristall comments, "Providing employees with knowledge about food provenance and the impact of a shorter supply chain is anticipated to create a ripple effect, influencing personal choices that employees make at home."

As the food service industry embraces these transformative practices, the year 2024 promises not just to be a turning point but a collective endeavor towards a more sustainable and responsible future.

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