

# MANUAL

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Sustainable Food Tools –  
Ways to Communicate  
with Guests



**Futouris**

Die Nachhaltigkeitsinitiative

# FOREWORD

Alongside the growth in the range of sustainable and locally sourced foods offered by hotels, there is a growing awareness of the necessity of reducing food waste during preparation. In addition, communicating this to guests is of the greatest importance: why would a hotel go to all the effort of being sustainable without informing clients of these measures?

By passing on information about the range of sustainable food on offer to guests, it is not only possible to add value and increase a business's competitive edge, but also involve guests as actors in the process. In addition, a high proportion of holidaymakers would like to be informed about the origins of the food on offer and the ways in which it is produced.

For all these reasons, communication with guests was the focus of a pilot project carried out in 2017 under the remit of Futouris, concentrating on 'Sustainable Food'. The aim of the pilot was the development and subsequent testing of guest-communication tools in the F&B departments of nine hotels belonging to members of the organisation. The first use of these tools, in hotels on Gran Canaria during the summer of 2017, brought about both a positive response from guests to being informed about regional foodstuffs and a significant reduction in food waste.

This manual provides effective tools and practical suggestions which can be easily adopted for, and adapted to, your own hotel. Alongside these there are embedded links which take you directly


to the templates for the tools which can be customised to reflect different corporate designs.

Through the use of these tools your commitment to sustainable food will be successfully communicated to your guests and the company will improve its sustainability. At the same time, the guests will be won over to supporting these measures and become more aware of the sustainable consumption of food.

Would you like to find out more about how to make your food and drinks more sustainable? By clicking on this link you will be taken to the [Futouris Sustainable Food Manual](#) where you will be able to download a wide range of practical tips about purchasing, preparation, presentation, communication and waste reduction.

Berlin, November 2017

## Advice for the use of this manual

This manual is divided into two sections: **local products** and the **reduction of food waste**. The tools are subdivided according to the locations to which they are applicable and are indicated by this symbol: 

Each tool is available as a print-ready PDF and also as an Adobe InDesign document which can be changed as needed.

Step-by-step instructions help you to put together a small number of materials; for a larger number of copies it is recommended that this is carried out by a printer specialising in materials for advertising.

In the **appendix** you can find templates for each tool. These are freely available for use and can be changed for content and language.

## Instructions for the environmentally friendly production of the tools

Ensure that the tools are, when possible, put together in an environmentally friendly and sustainable way using non-toxic materials. Ask your printer to use paper which is recycled or from sustainable forestry (search for products marked with FSC or the EU Ecolabel). In addition, inks made from plant-based rather than mineral oils are better for the environment.

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# OVERVIEW OF THE TOOLS

## Supporting local food



01 | Poster/Banner local products



02 | Local product exhibit



03 | Suppliers display



04 | Local product display



05 | Food selection pictograms



06 | Buffet speech bubbles



07 | Food info sheets



08 | Local product, table display



09 | Place mat

# OVERVIEW OF THE TOOLS

## Reducing food waste



10 | Poster/Banner waste prevention



11 | Display plate waste prevention



12 | Buffet sign



13 | Table display waste prevention



14 | Place mat

# DESIGN ELEMENTS

## COLOURS

Green



CMYK:  
44|0|100|0

Black



CMYK:  
0|0|0|100

White



CMYK:  
0|0|0|0

Texture



Used as a background  
where there is large  
area to cover

### PLEASE NOTE

This is just one possible design suggestion. All the tools can be used with different fonts, colours etc. to match your corporate design.

## FONTS

### BERNIER

Used for headings

Free Download:

[www.behance.net/gallery/27964583/BERNIER-Free-Typefamily](http://www.behance.net/gallery/27964583/BERNIER-Free-Typefamily)

### FF Netto

Bold, bold italic, heavy, heavy italic are used to differentiate between languages.

Font licence available from:

[www.myfonts.com/fonts/fontfont/netto/#index](http://www.myfonts.com/fonts/fontfont/netto/#index)

Alternative free font:

Ropa Sans

[fonts.google.com/specimen/Ropa+Sans](http://fonts.google.com/specimen/Ropa+Sans)

# SUPPORTING LOCAL FOOD

## Communication tools for the lobby, buffet and guest tables

Local food has many advantages; its use supports the agriculture of the region and through direct payment streams also indirectly underpins the creation of jobs. Local supply chains minimise transport emissions and packaging waste, help to preserve local food cultures and offer the tourism industry the chance to give its guests regional and local specialities as a USP. Regional food is also important for German holidaymakers. According to initial research from Futouris more than 60% of holidaymakers prefer local dishes over familiar food, and believe that food and drink are good ways to get to know other cultures.

These are excellent reasons for the tourist sector to increase its use of regional food. However, it is vital that appropriate communication channels are opened to ensure that guests are aware, and increase their consumption, of local food. Initial research indicates that 82% of package holidaymakers want to know where the food they consume comes from and how it is produced.

The communication tools presented here, and which are freely available for use, were developed to support the tourism industry.

The effectiveness of the tools was closely analysed in the field and the results were consistently positive. In a resort on Gran Canaria the

use of a combination of tools, such as posters (in the lobby), speech bubbles on the buffet, local product displays (on the buffet) and table displays, increased the consumption of local food significantly (by over 350% per product). The most effective in raising awareness were the table displays, which by virtue of their close proximity were read in detail by more than half of the guests. In addition, the speech bubbles on the buffet were noticed by around 90% of the guests, while the poster/banner in the lobby caught the attention of 70% of guests.

### THE TOOLS:

#### LOBBY/RESTAURANT

- 01 POSTER/BANNER LOCAL PRODUCTS
- 02 LOCAL PRODUCT EXHIBIT

#### BUFFET

- 03 SUPPLIERS DISPLAY
- 04 LOCAL PRODUCT DISPLAY
- 05 FOOD SELECTION PICTOGRAMS
- 06 BUFFET SPEECH BUBBLES
- 07 FOOD INFO SHEETS

#### GUEST TABLES

- 08 LOCAL PRODUCT, TABLE DISPLAY
- 09 PLACE MAT

The poster or banner should strengthen the guests' appreciation of regional specialities and their advantages.



## MATERIALS

- Printed A3 poster, or,
- Banner 880 x 1,900 mm

## CONTENTS

- Generic images of local foodstuffs

### Text

The text should be in three languages and deal with the use and advantages of local foods for guests and the environment.

### Optional:

References to tools 04 Producers of local products and 06 Buffet speech bubble.

## DOWNLOADS

- 01\_Posters\_local\_products\_A3
- 01\_Banner\_local\_products

→ TO THE SAMPLE TEXT



Guests can be introduced more closely to regional specialities with the help of this tool. If the local product is placed in a bell jar, in the lobby or on the buffet, it will emphasise its value and attract greater attention.

A sign provides a short text about the qualities, or history, of the product.



Variable size

A4

## MATERIALS

- Large bell jar
- A4 sign, ideally with a wooden stand
- Printable label or transfer for the text on the bell jar

## CONTENTS

### Text

In the most important guest language(s) and English:

- name of the products: standard name and, if appropriate, its local name
  - a short description of the product's history, origins etc.
  - brief information about local producers (name, since when, supplier since etc.)
  - if possible (with a green sticker), an indication in which dishes in the restaurant the product plays an important role. In this case the display should also be found, as a reminder, on the buffet.
- Or: additional labels showing the Local Product of the Day on the buffet: see tool 06 Buffet speech bubbles.

## DOWNLOADS

02\_Local\_product\_exhibit\_display\_A4

02\_Local\_product\_exhibit\_label

[→ TO THE SAMPLE TEXT](#)

## INSTRUCTIONS

### **Display**

The text for the display to be inserted into the template. This is printed in A3 format with cut-out marks showing the final A4 format. Once it has been cut out, the sign is inserted into a plexiglass display stand.

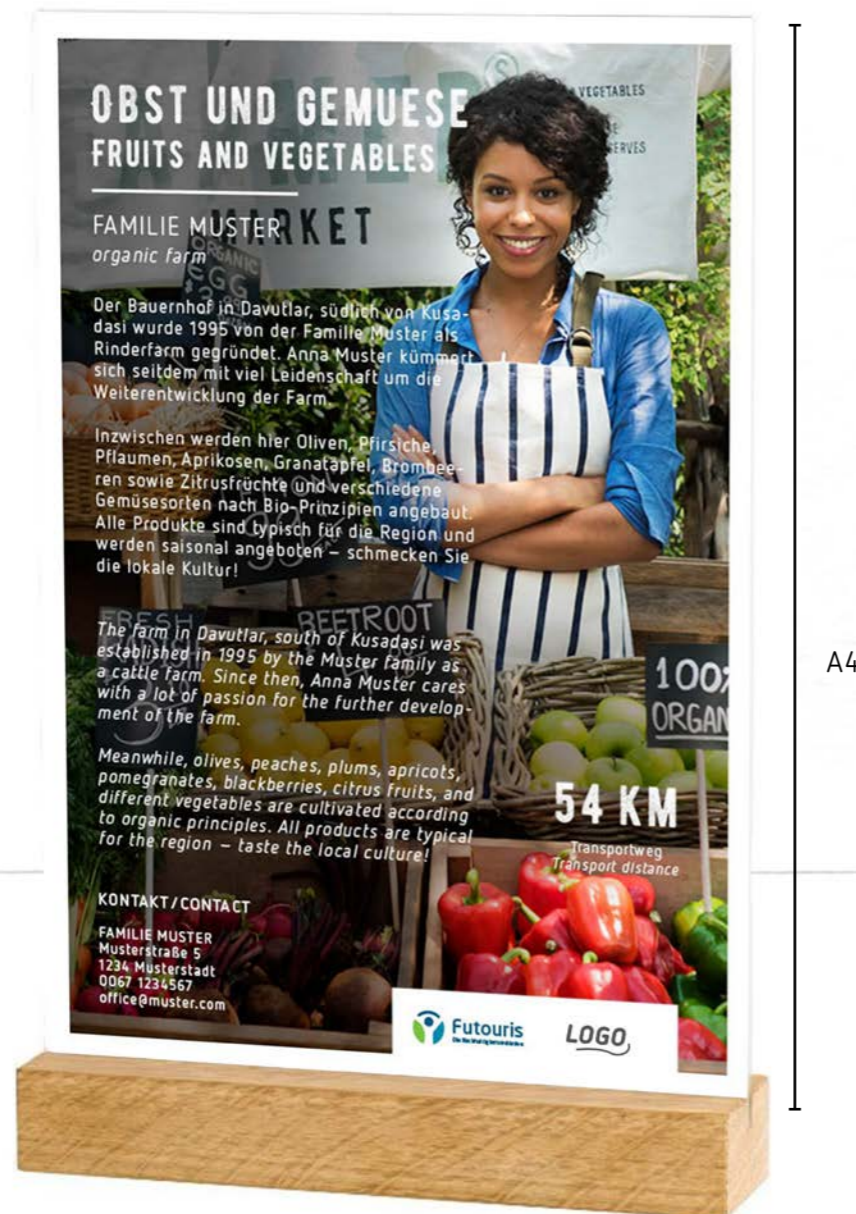
### **Text on the bell jar**

The label for the bell jar works best when the lettering is cut out and attached to the glass (ordered online or given to a printer).

Alternatively, the text can be printed as a label, cut out as a rectangle and attached to the bell jar with adhesive tape.

The suppliers display should put the producers of the food in the spotlight, ensuring transparency about the origins of the ingredients. This could be placed, for example, on the buffet beside the relevant dishes.

The aim is to raise awareness of the quality of the products by establishing a personal relationship with the producer.



A4

## MATERIALS

- Plexiglass display, ideally with a wooden strand
- Printed in A4

## CONTENTS

### Text

A brief description of the supplier (40–60 words) in the most important guest language(s) and English.

### Photograph of the suppliers

The face should be easily seen and in sharp focus, preferably of one, maximum two, person/people (no groups to better establish a personal relationship). Ideally, the person should be holding the product, in a field or in a barn. It should have a neutral area for the text, or part of the image could be blurred/darkened.

### Food miles in km

Presents a win-win situation

Advantages for the company: support of suppliers and lowering of CO2 emissions/costs for the hotel

Advantages for consumers: fresh products because of low food miles

Contact details of the producers to heighten the authenticity

## DOWNLOAD

03\_Suppliers\_display\_A4

→ TO THE SAMPLE TEXT

The display makes a local product stand out ('Local Hero') and is placed on the buffet.



Layout 1

Layout 2

## MATERIALS

- Plexiglass display, ideally with a wooden stand
- Printed in A4

## CONTENTS

### Photograph of the products

When appropriate to be used as a background (layout 1), or as a round image as in layout 2.

### Text

A short description of the product (origin, any special nutritional information, use etc.) in the most important guest language(s) and English.

## DOWNLOADS

04\_Local\_product\_display\_A4\_Layout\_1

04\_Local\_product\_display\_A4\_Layout\_2

→ TO THE SAMPLE TEXT

## 05 FOOD SELECTION PICTOGRAMS | BUFFET

The pictograms are used on the buffet, stuck in or by the dishes, and placed so that they stand out. An additional display gives more information about the pictograms.

The aim is to increase the choice of, or preference for, healthier and eco-friendly food: local, climate friendly, vegetarian, seasonal, traditional, organic.



## MATERIALS

- Toothpick or wooden skewer
- Pictogram printed on 100 gr. paper
- A4 display, preferably with a wooden stand

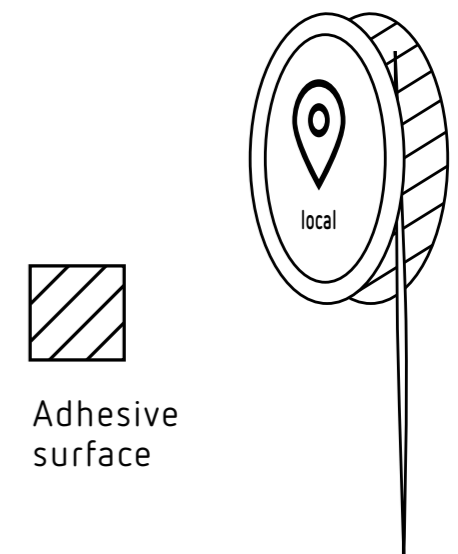
## CONTENTS

Information about the pictograms for the dishes on offer (see the list in the appendix)

## INSTRUCTIONS

Print out the English templates for the pictograms. When necessary the templates can be used for other languages. Cut out the pictograms along the grey lines and with a toothpick or skewer in between, glue the two halves together.

For a large quantity it is suggested that you go to a specialist printer.



## DOWNLOADS

- 05\_Food\_selection\_pictograms\_40x40
- 05\_Food\_selection\_pictograms\_50x50
- 05\_Food\_selection\_pictograms\_display\_A4

→ TO THE SAMPLE TEXT

## 06 BUFFET SPEECH BUBBLES

### 📍 BUFFET

These tools establish a direct line of communication between the food and guests. Short and snappy straplines highlight the qualities of the food.

The pegs can be attached to jugs, bowls etc. or to an additional display.



#### DOWNLOAD

[06\\_Buffet\\_speech\\_bubbles](#)

[→ TO THE SAMPLE TEXT](#)

#### MATERIALS

- Stiff paper (a minimum of 350 gr.)
- A wooden clothes peg or a photograph/card holder

#### CONTENTS

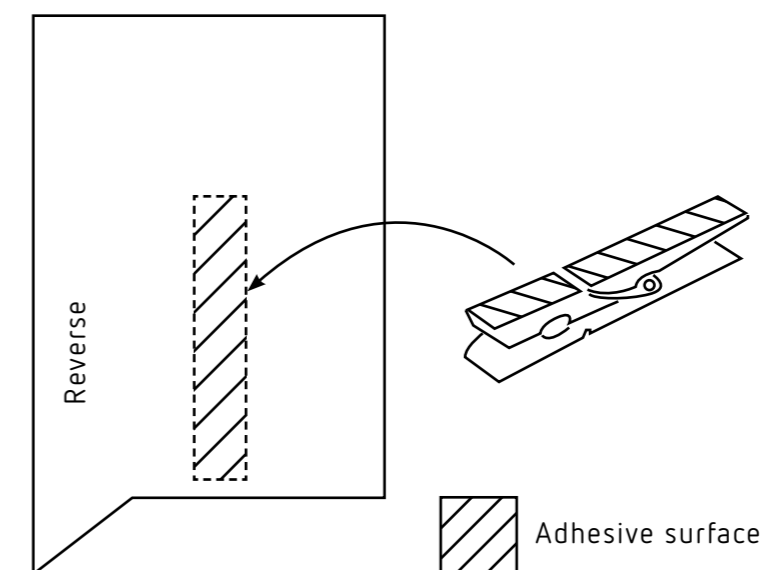
##### Text

Short, snappy, humorous straplines about origins, serving suggestions or similar.

#### INSTRUCTIONS

Adapt the text in [06\\_Buffet\\_speech\\_bubbles](#) to your needs or use the existing templates.

Print out the tool, cut it out roughly and glue it to the thicker paper. Then, cut along the marks indicated and attach the back to the wooden peg. Alternatively, the speech bubble can be put in a card holder and placed on the buffet.



The description of the food highlights the dishes and gives information about ingredients and possible allergens. Pictograms give further information. A display explains the abbreviations for the allergens.

The tool makes the categorisation of the food on offer easier: vegetarian, local etc. It also helps to avoid leftover waste as the guests have detailed information about the ingredients.

The display should be used in combination with tool 05 which shows the legend for the pictograms.



## MATERIALS

- A7 landscape plexiglass display for the buffet
- A4 plexiglass display, ideally with a wooden stand

## CONTENTS

- Ingredients
- Allergens (optional for non-EU countries)
- Information about the pictograms (see tool 05)

## INSTRUCTIONS

Match the descriptions to the dishes, print them out (on A3 paper, make sure the frames are printed with a bleed) and cut out to fit the format required.

## DOWNLOADS

- 07\_Food\_info\_sheets\_allergens\_display\_A4
- 07\_Food\_info\_sheets\_A7
- 07\_Food\_info\_sheets\_pictograms\_display\_A4

→ TO THE SAMPLE TEXT

Placed directly on the table, this display informs the guests in three different languages about local products and their special qualities.



## MATERIALS

– Printed display on c. 350 gr. paper (from a printer)

## CONTENTS

– Generic images of local foodstuffs



Example of the type of illustration

## Text

The text is given in three different language and outlines the benefits of the food for the guests and the environment.

## Optional:

Advice from tools 06 Buffet speech bubbles and 04 Local product display.

## DOWNLOAD

08\_Local\_product\_table\_display

[→ TO THE SAMPLE TEXT](#)



Place mats can give information about local food to the guests at the table. They help to increase the consumption of local products from the buffet.



A3

## CONTENTS

### Text

Short messages, for example, 'Try our tasty local specialities at the buffet and do something good at the same time'.

### Optional:

Advice from tools 06 Buffet speech bubbles and 04 Local product display.

## INSTRUCTIONS

The place mats should be professionally printed on recycled paper (c. 90 gr.) or, in small quantities, on A3 paper.

### DOWNLOAD

09\_Local\_product\_place\_mat

→ TO THE SAMPLE TEXT

# REDUCING FOOD WASTE

---

## Communication tools for the lobby, buffet and guest tables

Between 20 and 60 % of all food purchased by the hotel and restaurant sector is thrown away. This is not only an economic issue but also an ethical problem—especially when nearly a billion people worldwide suffer from malnutrition.

In addition, food waste impacts severely on the environment as its dumping in landfill releases methane which contributes significantly to climate change. While food is wasted through spoiling during storage, preparation and on buffets, the role of food left on plates by guests also plays an important role.

The communication tools presented here were developed and tested in order to raise the awareness of guests of this issue and to effect a change in their behaviour while they are on holiday. Food-waste buffet displays, place mats and a banner (in the lobby) were used in a hotel on Gran Canaria. Their effects on the quantity of leftovers and the awareness of guests were measured and analysed.

This showed a significant reduction in leftovers of around 15 %. Table displays attracted the highest level of attention (95 %), followed by the banner in the lobby (90 %) and the buffet displays (75 %).

### THE TOOLS:

#### LOBBY/RESTAURANT

- 10 POSTER/BANNER WASTE PREVENTION

#### BUFFET

- 11 DISPLAY PLATE WASTE PREVENTION
- 12 BUFFET SIGN

#### GÄSTETISCH

- 13 TABLE DISPLAY WASTE PREVENTION
- 14 PLACE MAT

The poster or banner informs the guests about the efforts the company is making to avoid food waste and shows how guests can make their own contribution.



## MATERIALS

- Printed A3 poster, or,
- Banner 880 x 1,900 mm

## CONTENTS

### Text

The text should be in three languages

- The company's actions
- How the guests can help

## DOWNLOADS

10\_Poster\_waste\_prevention\_A3

10\_Banner\_waste\_prevention

→ TO THE SAMPLE TEXT

This tool can be placed by the plates on the buffet and reminds guests that they should only take as much food as they intend to eat.

The aim is to reduce food waste.



#### DOWNLOADS

[11\\_Display\\_plate\\_waste\\_prevention\\_label](#)

[11\\_Display\\_plate\\_waste\\_prevention\\_sticker](#)

[→ TO THE SAMPLE TEXT](#)

#### MATERIALS

- Stiff paper (a minimum of 350 gr.)
- A wooden clothes peg
- Printable label or transfer for the plate

#### INSTRUCTIONS

##### Label

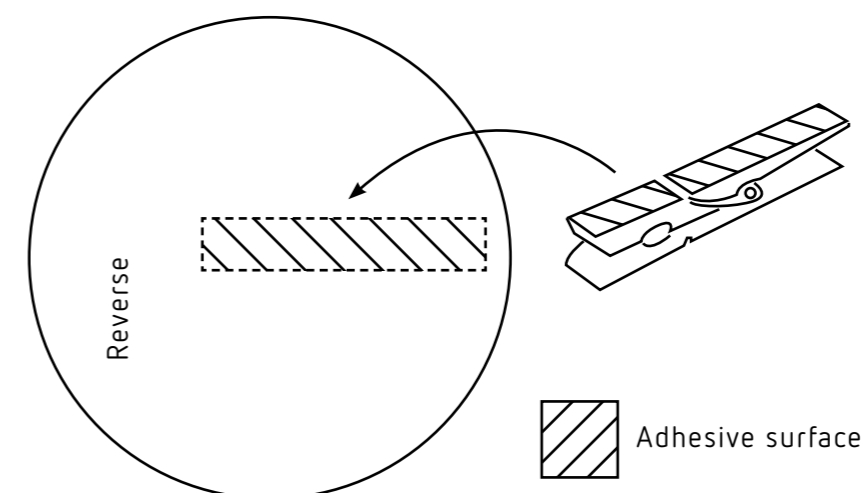
The label for the plate works best when the lettering is cut out and glued to the plate ([11\\_Display\\_plate\\_waste\\_prevention\\_label](#) online or to be given to a printer). Alternatively it can be printed directly onto the plate.

Or: you can find labels in stationery shops which can be printed on either ink-jet or laser printers. The template [11\\_Display\\_plate\\_waste\\_prevention\\_label](#) is printed onto the label, cut out and applied to the plate.

##### Attaching the green stickers

Adapt template [11\\_Display\\_plate\\_waste\\_prevention\\_sticker](#) to the needs of your company or simply use the template as it is.

Print it out, cut it out roughly and glue it to the stiff paper. Then cut along the guides and glue the clothes peg to the reverse side.



## 12 BUFFET SIGN

## 📍 BUFFET

This tool is placed directly by the buffet and reminds guests of the theme of food waste. It works best in combination with other tools with the same aim.



### MATERIALS

- Print in A4 or A5 landscape
- Display stand

The sign should be by the buffet, preferably by the plates.

**DOWNLOAD**  
12\_Buffet\_sign

[→ TO THE SAMPLE TEXT](#)

The display informs guests about food waste directly at the table. It outlines the measures that have been put in place to reduce food waste and how guests can help.



## MATERIALS

– Printed display on c. 350 gr. paper (from a printer)

## CONTENTS

### Text

The text should be in three languages

- The company's actions
- How the guests can help

## DOWNLOAD

13\_Table\_display\_waste\_prevention

→ TO THE SAMPLE TEXT

Place mats can inform guests about how to avoid food waste at the table.

## CONTENTS

### Text

A short explanation of the idea.

'Together (both hotel and guests) against waste' should be in the foreground.

### INSTRUCTIONS

The place mats should be professionally printed on recycled paper (c. 90 gr.) or, in small quantities, on A3 paper.



A3

### DOWNLOAD

14\_Place\_mat\_waste\_prevention

→ TO THE SAMPLE TEXT

# APPENDIX

---

## Overview and Sample Texts

The following texts can be  
freely used and customised





01\_Poster\_local\_products\_A3



01\_Banner\_local\_products

TEXT:



**Heading (c. 60 characters)**  
Lokale Produkte sind schmackhaft und gut für die Umwelt!

**Intro (c. 100 characters)**  
Probieren Sie unsere leckeren lokalen Produkte am Buffet und tun Sie dabei Gutes!

**Text (c. 380 characters)**  
Lokale und saisonale Produkte kommen besonders frisch auf den Teller und sind durch ihre volle Reife auch außergewöhnlich schmackhaft und gesund. Zudem sind sie ein ausgezeichneter Weg, die lokale Kultur kennenzulernen.

Durch den Genuss unserer lokalen Produkte unterstützen Sie nicht nur die lokalen Produzenten, sondern leisten auch einen Beitrag zum Klimaschutz, weil lange Transportdistanzen vermieden werden!

**Optional reference**  
Unsere kanarischen Produkte erkennen Sie an den „Local Hero“-Aufstellern:

**Green sticker**  
Schmecken Sie Gran Canaria



ENG

**Heading (c. 60 characters)**

Local products  
are delicious and help  
protect the environment!

**Intro (c. 100 characters)**

Try our delicious local products  
at the buffet to learn about  
our culture and help protect  
the environment!

**Text (c. 380 characters)**

Local and seasonal products arrive at your plate extremely fresh and are delicious and healthy, not least because they are fully mature. In addition, they are an excellent way to become acquainted with local culture.

By enjoying our local products you not only support local producers but also, because of their low food miles, contribute to climate protection.

**Optional reference**

Products from the Canaries can be recognized by their 'Local Hero' labels:

**Green sticker**

A Taste of Gran Canaria

ESP

**Heading (c. 60 characters)**

¡Los productos son deliciosos  
y ayudan a proteger  
el medio ambiente!

**Intro (c. 100 characters)**

¡Pruebe nuestros deliciosos  
productos locales en el  
Buffet para aprender acerca  
de nuestra cultura, y así  
ayudar al medio ambiente!

**Text (c. 380 characters)**

Productos locales y de la estación llegan hasta su plato extremadamente frescos y son deliciosos y saludables, nada menos que eso. Porque están maduros por completo. Además son una excelente manera de familiarizarse con la cultura local.

A través de el consumo de nuestros productos locales, usted no solo los apoya, también, debido a sus pocas millas de cultivo contribuyen a la protección del clima.

**Optional reference**

Los Productos de las Canarias pueden ser reconocidos por sus etiquetas de "Héroe Local":

**Green sticker**

Un sabor de gran canaria

← BACK TO THE TOOL

LOCAL PRODUCT  
OF THE DAY

02\_Local\_product\_exhibit\_label

**KAROTTE**

**MOHRRUEBE, MOEHRE,  
ODER WURZEL (NORDDEUTSCHLAND)**

Die Karotte ist eine der ältesten Gemüsearten überhaupt. Die unterschiedlich gefärbten Karotten stammen von verschiedenen Ursprungssippen ab: die weißen aus dem Mittelmeergebiet, die gelben aus Afghanistan, ebenso wie die rotvioioletten Formen. Die heute bekannte orange Kulturform dürfte letztendlich durch Kreuzung aller drei Formen entstanden sein.

---

Karotten gehören zu den enorm kalorienarmen Gemüsesorten und sollten in der Küche nach Möglichkeit nicht fehlen. Außerdem sind sie besonders reich an Carotin, einer Vorstufe von Vitamin A. Vitamin A ist unter anderem wichtig für unsere Sehfähigkeit, insbesondere das Nachtsehen, aber auch das Immunsystem und das Zellwachstum. Je nach Sorte schwankt der Carotingehalt und kann deshalb ungefähr zwischen 5 und 30 Milligramm je 100 Gramm Karottengemüse liegen. Schon etwa 50 g Karotten können den Tagesbedarf eines Erwachsenen an Vitamin A decken.

---

Die Karotte wächst in den meisten deutschen Bundesländern, besonders viele gibt es in Nordrheinwestfalen. Unsere Karotten stammen vom Hof von Biobauer Klaus in der Niederlausitz und mussten somit nur einen Anreiseweg von unter 100 km meistern.

**HEUTE**

ab  
– Rohkost –  
an unserem  
BUFFET




02\_Local\_product\_exhibit\_display\_A4

TEXT:

DE

**Product name**

Karotte

**Optional – alternative/local name**

Mohrruebe, Moehre, oder Wurzel (Norddeutschland)

**Text (c. 1,000 characters)****GESCHICHTE**

Die Karotte ist eine der ältesten Gemüsearten überhaupt. Die unterschiedlich gefärbten Karotten stammen von verschiedenen Ursprungssippen ab: die weißen aus dem Mittelmeergebiet, die gelben aus Afghanistan, ebenso wie die rotvioioletten Formen. Die heute bekannte orange Kulturform dürfte letztendlich durch Kreuzung aller drei Formen entstanden sein.

**BESONDERHEIT**

Karotten gehören zu den enorm kalorienarmen Gemüsesorten und sollten in der Küche nach Möglichkeit nicht fehlen. Außerdem sind sie besonders reich an Carotin, einer Vorstufe von Vitamin A. Vitamin A ist unter anderem wichtig für unsere Sehfähigkeit, insbesondere das Nachtsehen, aber auch das Immunsystem und das Zellwachstum. Je nach Sorte schwankt der Carotingehalt und kann deshalb ungefähr zwischen 5 und 30 Milligramm je 100 Gramm Karottengemüse liegen. Schon etwa 50 g Karotten können den Tagesbedarf eines Erwachsenen an Vitamin A decken.

**HERKUNFT**

Die Karotte wächst in den meisten deutschen Bundesländern, besonders viele gibt es in Nordrheinwestfalen. Unsere Karotten stammen vom Hof von Biobauer Klaus in der Niederlausitz und mussten somit nur einen Anreiseweg von unter 100 km meistern.

**Optional**

Hinweis auf Speise mit dem Produkt im Restaurant

← BACK TO THE TOOL

**OBST UND GEMUESE**  
**FRUITS AND VEGETABLES**

**FAMILIE MUSTER**  
*organic farm*

Der Bauernhof in Davutlar, südlich von Kusadasi wurde 1995 von der Familie Muster als Rinderfarm gegründet. Anna Muster kümmert sich seitdem mit viel Leidenschaft um die Weiterentwicklung der Farm.

Inzwischen werden hier Oliven, Pfirsiche, Pflaumen, Aprikosen, Granatäpfel, Brombeeren sowie Zitrusfrüchte und verschiedene Gemüsesorten nach Bio-Prinzipien angebaut. Alle Produkte sind typisch für die Region und werden saisonal angeboten – schmecken Sie die lokale Kultur!

*The farm in Davutlar, south of Kusadasi was established in 1995 by the Muster family as a cattle farm. Since then, Anna Muster cares with a lot of passion for the further development of the farm.*

*Meanwhile, olives, peaches, plums, apricots, pomegranates, blackberries, citrus fruits, and different vegetables are cultivated according to organic principles. All products are typical for the region – taste the local culture!*

**KONTAKT / CONTACT**  
FAMILIE MUSTER  
Musterstraße 5  
1234 Musterstadt  
0067 1234567  
office@muster.com

**54 KM**  
Transportweg  
Transport distance

**Futouris**  
Die Macht liegt bei den Verbrauchern

**LOGO**

03\_Suppliers\_display\_A4

## SAMPLE TEXT:

DE

**Heading (c. 25 characters)**

Obst und Gemüse

**Name or company name of the supplier**

Familie Muster

**Text (c. 470 characters)**

Der Bauernhof in Davutlar, südlich von Kusadasi wurde 1995 von der Familie Muster als Rinderfarm gegründet. Anna Muster kümmert sich seitdem mit viel Leidenschaft um die Weiterentwicklung der Farm.

Inzwischen werden hier Oliven, Pfirsiche, Pflaumen, Aprikosen, Granatäpfel, Brombeeren sowie Zitrusfrüchte und verschiedene Gemüsesorten nach Bio-Prinzipien angebaut. Alle Produkte sind typisch für die Region und werden saisonal angeboten – schmecken Sie die lokale Kultur!

**Food miles from the hotel**

54 km

**Contact details**

Adresse und ev. E-Mail und Telefonnummer des Lieferanten

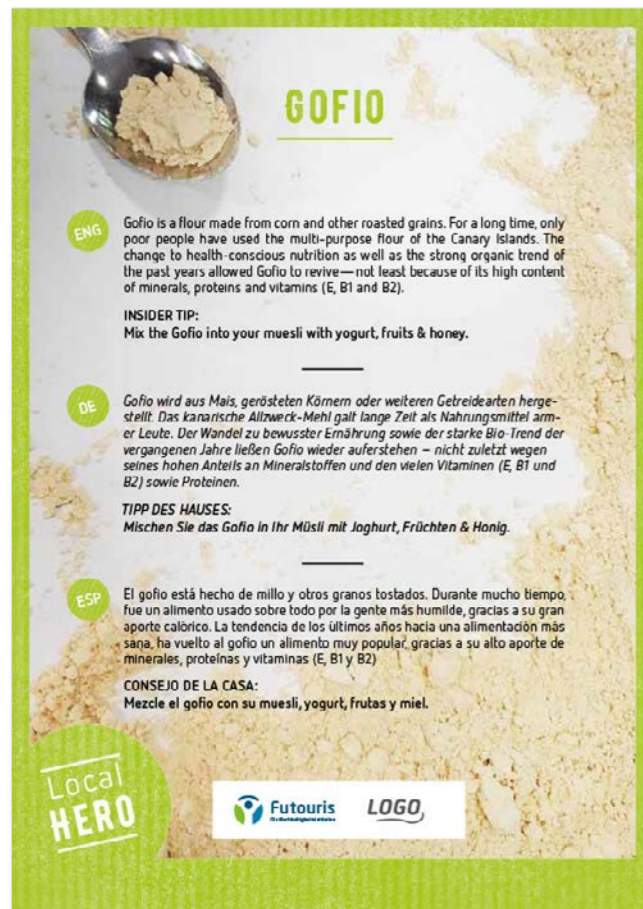
ENG

**Heading (c. 25 characters)**

Fruits and vegetables

**Text (c. 470 characters)**

The farm, in Davutlar south of Kusadasi, was established in 1995 by the Muster family. Initially they raised cattle but since then they have diversified and have turned to the organic production of [list of fruits and vegetables]. All the products are typical of the region and are a taste of local culture.



04\_Local\_product\_display\_A4\_Layout\_1



04\_Local\_product\_display\_A4\_Layout\_2

## SAMPLE TEXT:

DE

## Heading product name

Gofio

## Text (c. 400 characters)

Gofio wird aus Mais, gerösteten Körnern oder weiteren Getreidearten hergestellt. Das kanarische Allzweck-Mehl galt lange Zeit als Nahrungsmittel armer Leute. Der Wandel zu bewusster Ernährung sowie der starke Bio-Trend der vergangenen Jahre ließen Gofio wieder auferstehen – nicht zuletzt wegen seines hohen Anteils an Mineralstoffen und den vielen Vitaminen (E, B1 und B2) sowie Proteinen.

## Optional

Tipp des Hauses:

Mischen Sie das Gofio in Ihr Müsli mit Joghurt, Früchten &amp; Honig.

← BACK TO THE TOOL



### Heading product name

Gofio

### Text (c. 400 characters)

Gofio is a flour made from corn and other roasted grains. For a long time, only poor people have used the multi-purpose flour of the Canary Islands. The change to health-conscious nutrition as well as the strong organic trend of the past years allowed Gofio to revive — not least because of its high content of minerals, proteins and vitamins (E, B1 and B2).

### Optional

Insider tip:

Mix the Gofio into your muesli with yogurt, fruits & honey.



### Heading product name

Gofio

### Text (c. 400 characters)

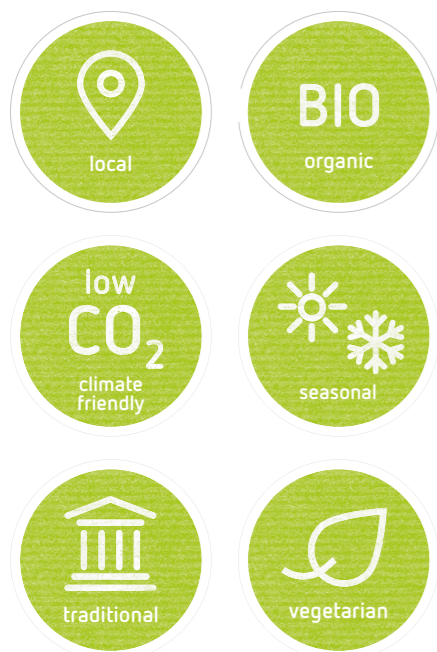
El gofio está hecho de mijo y otros granos tostados. Durante mucho tiempo, fue un alimento usado sobre todo por la gente más humilde, gracias a su gran aporte calórico. La tendencia de los últimos años hacia una alimentación más sana, ha vuelto al gofio un alimento muy popular, gracias a su alto aporte de minerales, proteínas y vitaminas (E, B1 y B2)

### Optional

Consejo de la casa:

Mezcle el gofio con su muesli, yogurt, frutas y miel.

[← BACK TO THE TOOL](#)



05\_Food\_selection\_pictograms\_50x50

05\_Food\_selection\_pictograms\_40x40



05\_Food\_selection\_pictograms\_display\_A4

TEXT:

DE

### Lokales Produkt

Dieses Produkt stammt aus der Region (Erzeugungsort weniger als 100 km vom Hotel entfernt).

### Bio

Hierbei handelt es sich um ein bio-zertifiziertes Produkt.

### Vegetarisch

Hierbei handelt es sich um ein fleischloses Produkt.

### Traditionell

Dieses Produkt repräsentiert die lokale Ernährungskultur und wird nach traditionellen Methoden erzeugt.

### Klimafreundlich

Dieses Produkt weist eine besonders günstige CO<sub>2</sub>-Bilanz auf (geringe Emissionen bei Erzeugung und Transport).

### Saisonal

Dieses Produkt wird nur während seiner lokalen Erntezeit angeboten.

← BACK TO THE TOOL

ENG

### Local product

This is a local product (place of production less than 100 km away from the hotel).

### Organic

This is a certified organic product.

### Vegetarian

This is a meatless product.

### Traditional/ethnic

This product represents the local food culture and is produced according to traditional methods.

### Climate friendly

This product has a particularly good CO<sub>2</sub> balance (low emissions through production and transport).

### Seasonal

This product is only offered during its local harvest season.



06\_Buffet\_speech\_bubbles

TEXT:

DE

**How to consume products (e.g. cheese, figs)**

Iss mich ganz  
Auch meine Schale ist genießbar

**Locale Product**

Local Hero  
Ich hab's nicht weit gehabt /  
Ich bin von hier!

ENG

**Product of the day**

Hello I am the Product of the Day

**Local product**

Local Hero  
I am a local hero!

ESP

**Local product**

Local Hero  
*¡Yo soy un Héroe Local!*

[← BACK TO THE TOOL](#)



## DREI ZINNENBROT

| A | H |

Weizen, Karotten, Walnuss, Sonnenblumen, Kürbis, Hefe, Salz  
*wheat, carrots, walnut, sunflower, pumpkin, yeast, salt*



07\_Food\_info\_sheets\_A7



07\_Food\_info\_sheets\_pictograms\_display\_A4

Allergeninformation  
List of Allergens

| A | glutenhaltiges Getreide – cereals  
 | B | Krebstiere – Crustaceans  
 | C | Ei – Eggs  
 | D | Fisch – Fish  
 | E | Erdnuss – Peanuts  
 | F | Soja – Soybeans  
 | G | Milch oder Laktose – Milk or lactose  
 | H | Schalenfrüchte – Nuts  
 | L | Sellerie – Celery  
 | M | Senf – Mustard  
 | N | Sesam – Sesame seeds  
 | O | Sulfite – Sulphur dioxide  
 | P | Lupinen – Lupin  
 | R | Weichtiere – Molluscs

LOGO

07\_Food\_info\_sheets\_allergens\_display\_A4

TEXT:

Allergeninformation  
List of Allergens

| A | glutenhaltiges Getreide – cereals  
 | B | Krebstiere – Crustaceans  
 | C | Ei – Eggs  
 | D | Fisch – Fish  
 | E | Erdnuss – Peanuts  
 | F | Soja – Soybeans  
 | G | Milch oder Laktose – Milk or lactose  
 | H | Schalenfrüchte – Nuts  
 | L | Sellerie – Celery  
 | M | Senf – Mustard  
 | N | Sesam – Sesame seeds  
 | O | Sulfite – Sulphur dioxide  
 | P | Lupinen – Lupin  
 | R | Weichtiere – Molluscs

← BACK TO THE TOOL



08\_Local\_product\_table\_display

TEXT:

DE

**Intro (c. 100 characters)**

Probieren Sie unsere  
leckeren lokalen  
Produkte am Buffet und  
tun Sie dabei Gutes!

**Text (c. 380 characters)**

Lokale und saisonale Produkte kommen besonders frisch auf den Teller und sind durch ihre volle Reife auch außergewöhnlich schmackhaft und gesund. Zudem sind sie ein ausgezeichneter Weg, die lokale Kultur kennenzulernen.

Durch den Genuss unserer lokalen Produkte unterstützen Sie nicht nur die lokalen Produzenten, sondern leisten auch einen Beitrag zum Klimaschutz, weil lange Transportdistanzen vermieden werden!

**Optional reference**

Unsere kanarischen Produkte erkennen Sie an den „Local Hero“-Aufstellern:

**Green sticker**

Gran Canaria schmeckt mir!

← BACK TO THE TOOL

**Intro (c. 100 characters)**

Try our delicious local products at the buffet to learn about our culture and help protect the environment!

**Text (c. 380 characters)**

Local and seasonal products arrive at your plate extremely fresh and are delicious and healthy, not least because they are fully mature. In addition, they are an excellent way to become acquainted with local culture.

By enjoying our local products you not only support local producers but also, because of their low food miles, contribute to climate protection.

**Optional reference**

Products from the Canaries can be recognized by their 'Local Hero' labels:

**Green sticker**

A Taste of Gran Canaria

**Intro (c. 100 characters)**

¡Pruebe nuestros deliciosos productos locales en el Buffet para aprender acerca de nuestra cultura, y así ayudar al medio ambiente!

**Text (c. 380 characters)**

Productos locales y de la estación llegan hasta su plato extremadamente frescos y son deliciosos y saludables, nada menos que eso. Porque están maduros por completo. Además son una excelente manera de familiarizarse con la cultura local.

A través de el consumo de nuestros productos locales, usted no solo los apoya, también, debido a sus pocas millas de cultivo contribuyen a la protección del clima.

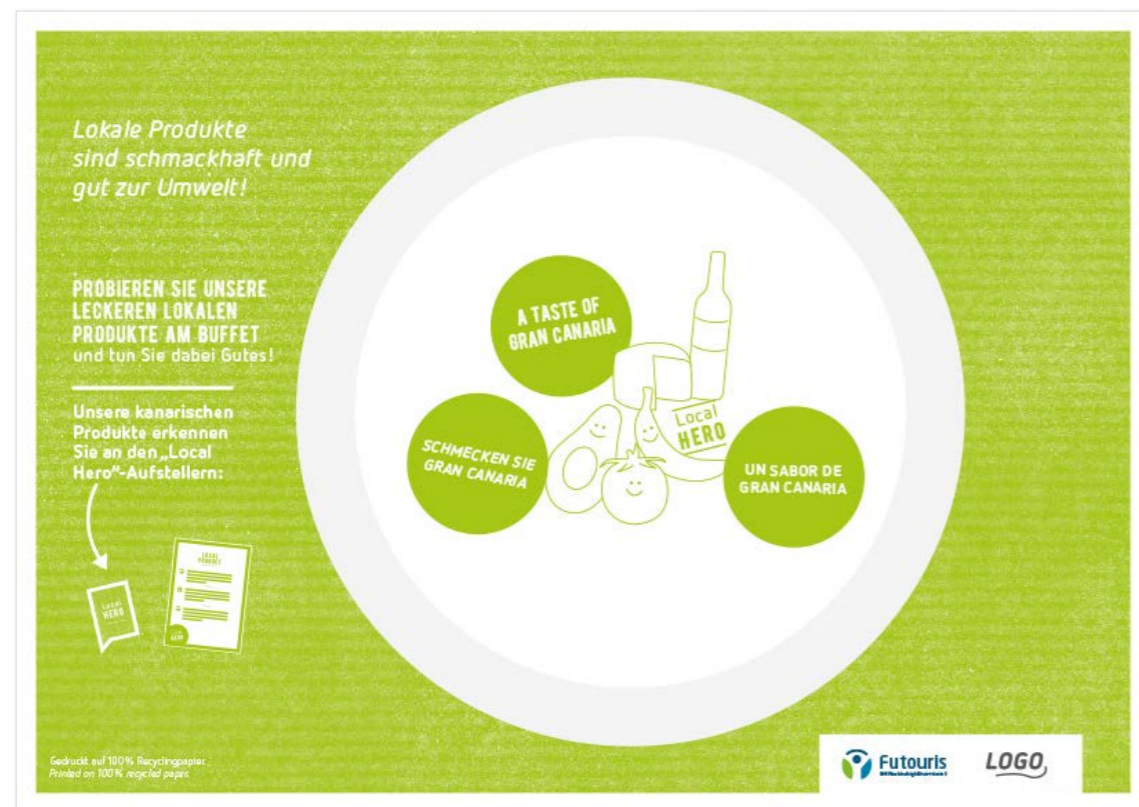
**Optional reference**

Los Productos de las Canarias pueden ser reconocidos por sus etiquetas de "Héroe Local":

**Green sticker**

Un sabor de gran canaria

[← BACK TO THE TOOL](#)



09\_Local\_product\_place\_mat

TEXT:

DE

**Heading (c. 60 characters)**

Lokale Produkte  
sind schmackhaft und  
gut für die Umwelt!

**Intro (c. 100 characters)**

Probieren Sie unsere  
leckeren lokalen  
Produkte am Buffet und  
tun Sie dabei Gutes!

**Optional reference**

Unsere kanarischen Produkte erkennen Sie an den „Local Hero“-Aufstellern:

**Green sticker**

Schmecken Sie Gran Canaria

← BACK TO THE TOOL



**Heading (c. 60 characters)**

Local products  
are delicious and help  
protect the environment!

**Intro (c. 100 characters)**

Try our delicious local products  
at the buffet to learn about  
our culture and help protect  
the environment!

**Optional reference**

Products from the Canaries can be recognized by their 'Local Hero' labels:

**Green sticker**

A Taste of Gran Canaria



**Heading (c. 60 characters)**

¡Los productos son deliciosos  
y ayudan a proteger  
el medio ambiente!

**Intro (c. 100 characters)**

¡Pruebe nuestros deliciosos  
productos locales en el  
Buffet para aprender acerca  
de nuestra cultura, y así  
ayudar al medio ambiente!

**Optional reference**

Los Productos de las Canarias pueden ser reconocidos por sus etiquetas de "Héroe Local":

**Green sticker**

Un sabor de gran canaria

[← BACK TO THE TOOL](#)



TEXT:



**Strapline**  
Gemeinsam gegen Verschwendung

**Text (c. 250 characters)**  
Wir gehen sehr sorgsam mit Lebensmitteln um, damit weniger weggeworfen wird.

Wir planen unser Buffetangebot gewissenhaft.  
Wir bereiten unsere Speisen frisch zu, viele davon auch im Front-Cooking.  
Wir nehmen dankbar Ihr Feedback zum Speisenangebot an.

**Text (c. 280 characters)**  
WAS KANN ICH TUN?

Starten Sie mit kleinen Portionen – weniger auf den Teller, dafür öfter zum Buffet.  
Informieren Sie sich über die Zutaten der Speisen, bevor Sie wählen – so treffen Sie garantiert Ihren Geschmack!  
Lassen Sie Ihre Kinder von Ihrem Teller probieren, um ihre Favoriten zu finden.

**Information**  
1/3 der Lebensmittel pro Teller landen weltweit in der Tonne – 50 % davon können wir vermeiden!

← **BACK TO THE TOOL**

10\_Poster\_waste\_prevention\_A3

10\_Banner\_waste\_prevention



### Strapline

United against waste

### Text (c. 250 characters)

We handle food carefully so that less is wasted.

We plan our buffets conscientiously.

Our dishes are freshly prepared, many are cooked in front of the guests.

We would appreciate your feedback on our food.

### Text (c. 280 characters)

WHAT CAN I DO?

Start with smaller portions – have less on the plate, but go to the buffet more often.

Inform yourself about the dishes' ingredients before you make your choice.

Let your children try from your plate to help them find their favourites.

### Information

1/3 of the food on each plate is wasted – we can prevent 50 % of this!



### Strapline

Unidos contra el desperdicio

### Text (c. 250 characters)

Manejamos los alimentos con cuidado para que haya menos desperdicio.

Planeamos nuestros buffets a conciencia.

Nuestros platillos están preparados de manera fresca y muchos de ellos son cocinados frente a nuestros huéspedes.

Apreciamos sus comentarios acerca de nuestros alimentos.

### Text (c. 280 characters)

¿QUE PUEDO HACER?

Empezar con porciones pequeñas – tener menos en el plato, pero ir al buffet más a menudo.

Informarse acerca de los ingredientes que contienen los platillos antes de hacer su elección.

Deje que los niños prueben de su plato para ayudarlos a encontrar sus favoritos.

### Information

1/3 de la comida en cada plato

se desperdicia –

podemos prevenir el 50 % de esto!

[← BACK TO THE TOOL](#)



11\_Display\_plate\_waste\_prevention\_label



11\_Display\_plate\_waste\_prevention\_sticker

TEXT:

DE

**Plate label**

Ihr Teller freut sich über freie Sicht!

**Green sticker**Gehen Sie ruhig mehrmals  
Das Buffet wird kontinuierlich frisch für Sie aufgefüllt.[← BACK TO THE TOOL](#)





12\_Buffet\_sign

TEXT:

DE

Gemeinsam gegen Verschwendung  
Danke!

ENG

United against Waste  
Thank you!

ESP

Unidas cotra el desperdicio  
¡Gracias!

← BACK TO THE TOOL



13\_Table\_display\_waste\_prevention

TEXT:

DE

**Heading**

1/3 der Lebensmittel pro Teller  
landen weltweit in der Tonne –  
50 % davon können wir vermeiden!

**Text (c. 250 characters)**

Wir gehen sehr sorgsam mit Lebensmitteln um, damit weniger weggeworfen wird.

Wir planen unser Buffetangebot gewissenhaft.

Wir bereiten unsere Speisen frisch zu, viele davon auch im Front-Cooking.

Wir nehmen dankbar Ihr Feedback zum Speisenangebot an.

**Strapline**

Gemeinsam gegen Verschwendung

**Text (c. 280 characters)**

WAS KANN ICH TUN?

Starten Sie mit kleinen Portionen – weniger auf den Teller, dafür öfter zum Buffet.

Informieren Sie sich über die Zutaten der Speisen, bevor Sie wählen – so treffen Sie garantiert Ihren Geschmack!

Lassen Sie Ihre Kinder von Ihrem Teller probieren, um ihre Favoriten zu finden.

← BACK TO THE TOOL

ENG

### Heading

1/3 of the food on each plate is wasted –  
we can prevent 50 % of this!

### Text (c. 250 characters)

We handle food carefully so that less is wasted.

We plan our buffets conscientiously.

Our dishes are freshly prepared, many are cooked in front of the guests.

We would appreciate your feedback on our food.

### Strapline

United against waste

### Text (c. 280 characters)

WHAT CAN I DO?

Start with smaller portions – have less on the plate, but go to the buffet more often.

Inform yourself about the dishes' ingredients before you make your choice.

Let your children try from your plate to help them find their favourites.

ESP

### Heading

1/3 de la comida en cada plato  
se desperdicia –  
podemos prevenir el 50 % de esto!

### Text (c. 250 characters)

Manejamos los alimentos con cuidado para que haya menos desperdicio.

Planeamos nuestros buffets a conciencia.

Nuestros platillos están preparados de manera fresca y muchos de ellos son  
cocinados frente a nuestros huéspedes.

Apreciamos sus comentarios acerca de nuestros alimentos.

### Strapline

Unidos contra el desperdicio

### Text (c. 280 characters)

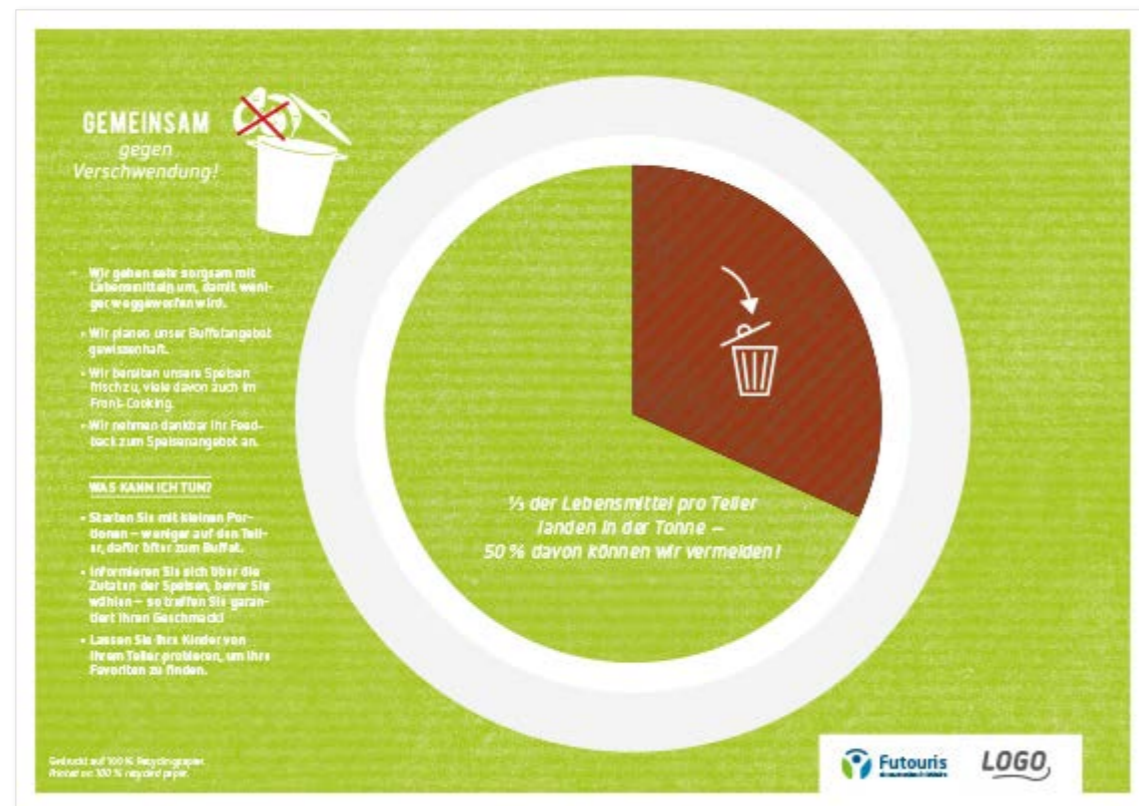
¿QUE PUEDO HACER?

Empezar con porciones pequeñas – tener menos en el plato, pero ir al buffet  
más a menudo.

Informarse acerca de los ingredientes que contienen los platillos antes de  
hacer su elección.

Deje que los niños prueben de su plato para ayudarlos a encontrar sus fa-  
voritos.

← BACK TO THE TOOL



14\_Place\_mat\_waste\_prevention

TEXT:

DE

**Heading**

1/3 der Lebensmittel pro Teller  
landen weltweit in der Tonne –  
50 % davon können wir vermeiden!

**Strapline**

Gemeinsam gegen Verschwendung

**Text (c. 250 characters)**

Wir gehen sehr sorgsam mit Lebensmitteln um, damit weniger weggeworfen wird.

Wir planen unser Buffetangebot gewissenhaft.

Wir bereiten unsere Speisen frisch zu, viele davon auch im Front-Cooking.

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**Text (c. 280 characters)**

WAS KANN ICH TUN?

Starten Sie mit kleinen Portionen – weniger auf den Teller, dafür öfter zum Buffet.

Informieren Sie sich über die Zutaten der Speisen, bevor Sie wählen – so treffen Sie garantiert Ihren Geschmack!

Lassen Sie Ihre Kinder von Ihrem Teller probieren, um ihre Favoriten zu finden.

← BACK TO THE TOOL

ENG

### Heading

1/3 of the food on each plate is wasted –  
we can prevent 50 % of this!

### Strapline

United against waste

### Text (c. 250 characters)

We handle food carefully so that less is wasted.

We plan our buffets conscientiously.

Our dishes are freshly prepared, many are cooked in front of the guests.

We would appreciate your feedback on our food.

### Text (c. 280 characters)

WHAT CAN I DO?

Start with smaller portions – have less on the plate, but go to the buffet more often.

Inform yourself about the dishes' ingredients before you make your choice.

Let your children try from your plate to help them find their favourites.

ESP

### Heading

1/3 de la comida en cada plato  
se desperdicia –  
podemos prevenir el 50 % de esto!

### Strapline

Unidos contra el desperdicio

### Text (c. 250 characters)

Manejamos los alimentos con cuidado para que haya menos desperdicio.

Planeamos nuestros buffets a conciencia.

Nuestros platillos están preparados de manera fresca y muchos de ellos son cocinados frente a nuestros huéspedes.

Apreciamos sus comentarios acerca de nuestros alimentos.

### Text (c. 280 characters)

¿QUE PUEDO HACER?

Empezar con porciones pequeñas – tener menos en el plato, pero ir al buffet más a menudo.

Informarse acerca de los ingredientes que contienen los platillos antes de hacer su elección.

Deje que los niños prueben de su plato para ayudarlos a encontrar sus favoritos.

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This link will take you directly to the Futouris Sustainable Food descriptions and tools:

[www.futouris.org/projekte/sustainable-food](http://www.futouris.org/projekte/sustainable-food)



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[www.futouris.org](http://www.futouris.org)  
[www.modul.ac.at](http://www.modul.ac.at)



This handbook was produced with the kind support of United Against Waste.

[www.united-against-waste.de](http://www.united-against-waste.de)

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