

# CASE STUDY

Lisbon Marriott Hotel Achieves  
The PLEDGE on Food Waste All-Star  
Certification with a Perfect 100% Score.

## Lisbon Marriott Hotel's Success Story

The Lisbon Marriott Hotel is setting new benchmarks in sustainable dining. By becoming the first hotel in Portugal to achieve The PLEDGE on Food Waste certification with a perfect 100% All-Star score, the team has proven that world-class hospitality and sustainable responsibility can go hand in hand seamlessly. Over nine months, they transformed their operations across seven key pillars, embedding food waste prevention into their F&B culture – and celebrating the milestone with an inspiring and involving zero food waste event that captivated the media, their guests, & hospitality partners alike at Lisbon Marriott Hotel.

### Marriott's Serve360

Marriott's Serve360: Doing Good in Every Direction, is Marriott International's global sustainability and social impact platform.

It serves as a framework for the company's efforts to create positive and sustainable impact across all areas of its business, guided by the United Nations' Sustainable Development Goals and Marriott's own 2025 Sustainability & Social Impact Goals.



By aligning kitchen, stewarding, service, and procurement teams around common KPIs—such as batch cooking, portion control, donation, and diversion—the hotel fostered accountability and continuous improvement. The benefits were twofold: financially, reducing waste translated into stronger F&B margins; environmentally, it cut emissions and supported broader goals including SDG 12.3

The certification serves as credible proof that sustainable dining is being delivered consistently. In effect, the 4-star Lisbon Marriott has established itself as a leader in responsible hospitality, setting a new benchmark for Portugal's hotel industry.

## The Drive for Change

As a high-volume, multi-outlet property with buffets, banqueting, and fluctuating occupancy, the Lisbon Marriott Hotel faced the familiar F&B waste hotspots—overproduction, prep trim, plate returns, and forecasting gaps. To address these challenges, the hotel adopted The PLEDGE on Food Waste as a third-party, audit-ready framework that could transform ambition into daily practice. The certification process provided a measurable baseline, revealed root causes, and embedded clear actions across multiple kitchen operations stages.



[www.ThePLEDGEonFoodWaste.org](http://www.ThePLEDGEonFoodWaste.org)

## Commitment into Action

Over nine months, the Lisbon Marriott team embarked on a transformational journey to pursue The PLEDGE on Food Waste certification—turning ambition into measurable action. Built on 7 key pillars and 95 rigorous criteria, the framework required the hotel to rethink every stage of the food cycle, intended to help to nurture a culture where food waste prevention became second nature to the culinary team at Lisbon Marriott Hotel.

Lisbon Marriott Hotel pursued the Certification by:

- 

### DOCUMENTING

Establishing clear SOPs & guidelines to help the team standardize kitchen practices and minimize waste at every step.
- 

### COMMITTING

Training & engaging the team to adopt food waste prevention practices, building accountability into daily F&B culture.
- 

### MONITORING

Using Winnow technology to track waste data, pinpoint hotspots, and guide improvements.
- 

### PREPARING

Adopting best storage and handling practices to extend shelf life and reduce spoilage.
- 

### OFFERING

Optimizing menus and portioning, showcasing zero-waste dishes like their Bife à Portuguesa dish.
- 

### ENGAGING

Involving guests through events and communication, proving sustainability enhances dining.
- 

### DISPOSING

Redirecting surplus via donations and composting, closing the loop toward zero waste.

## Their Achievements

Lisbon Marriott Hotel made history as the first hotel in Portugal to achieve The PLEDGE on Food Waste certification—earning the prestigious All-Star level with a perfect 100% score. To celebrate, the team hosted a zero food waste event that gathered guests, food lovers, the media press, and hospitality partners around a shared table of culinary sustainable creativity and commitment.



Moving forward, the hotel will channel this momentum into new initiatives. The immediate focus is on optimizing buffet efficiency for corporate groups and developing a complete zero-waste menu for them. This allows clients & guests to make truly sustainable choices when they book their next accomodation trip to Portugal.

“Through mindful choices and responsible practices — Cooking with conscience and without waste is part now of our identity.”



**Dominic Smart**  
Executive Head Chef