

## PRESS RELEASE

### Responsibility in mass catering

### **Klüh sets standards in company catering with innovative sustainability measurement**

Düsseldorf, 3.11.2021 - Starting immediately, the catering division of the multi-service provider Klüh is offering the company restaurants it manages the option of indicating the sustainability value for each meal on the menu - both on site and in the Klüh Catering app. In this way, as part of its sustainability strategy, the company is striving to play a pioneering role on the market when it comes to environmental friendliness.

“Our customers and the market are increasingly asking for professional catering concepts that are not only delicious and healthy, but also sustainable. With our new solution, we aim to meet this demand and, at the same time, raise awareness of the connection between nutrition and climate”, explains Thorsten Greth, Managing Director of Klüh Catering.

#### **Environmentally friendly meal selection**

The transparent declaration of the environmental footprint of a dish is intended to enable diners to select a more sustainable option within the menu selection. For this, not only the CO<sub>2</sub> value, which is also common in comparable processes, is determined, but also factors such as water consumption, rainforest deforestation and animal welfare are taken into account. To determine the exact environmental footprint of the meals on offer, Klüh works together with Eaternity, a Swiss organisation that specialises in calculating environmental balances. According to them, the dishes identified by Klüh as particularly climate-friendly have a CO<sub>2</sub> savings potential of up to 66 per cent compared to conventional dishes.

The new concept for determining the sustainability of meals was successfully tested a few weeks ago during a pilot phase in some of the company restaurants operated by Klüh Catering. Alongside the usual range of dishes, the menu included selected dishes with an excellent carbon footprint - such as salmon fillet and tortelli salmon on pea and mint puree with vegan tomato cream sauce and mini potatoes, lentil balls on chicken curry with jasmine rice and wok vegetables, or falafel in pita bread with vegan tzaziki, olive tartare, white cabbage and grilled vegetables. In total, within four weeks around 17,000 campaign meals saved almost 10 tonnes of CO<sub>2</sub> compared to conventional menus. With an average share of around 30 per cent among all the meals served, the particularly sustainable menus were thus very well received by the guests.

The new service for determining the sustainability of meals is currently already being introduced at the municipal utilities in Düsseldorf as well as at other companies, among others from the research and finance sectors. Since the topic is in keeping with the general spirit of the times as well as the interest of many customers, further company restaurants are also about to introduce the offer.

## Target agreement for more sustainability

Also beyond the provision of climate-friendly dishes, Klüh Catering is consistently committed to the responsible handling of foodstuffs. For example, since 2016 the Düsseldorf-based company has been part of the initiative "United Against Waste" and is committed to the jointly agreed target of reducing food waste by 30 per cent by 2025 and by 50 per cent by 2030.

You can find out more about the corporate responsibility of the Klüh Group at:

<https://report.klueh.de/annual-report-2020/responsibility/>

An overview of Klüh's nutrition concepts can be found at: <https://www.klueh.de/en/Catering-3.htm>

## **About Klüh:**

*With over 25 years of experience, the sector champion not only offers catering for employees, but also for patients, senior citizens, travellers, school and kindergarten children, and is the undisputed number 1 contract caterer in Germany in the area of care catering (study gv-praxis 05/2021).*

*Klüh Catering is part of the internationally operating multi-service provider from Düsseldorf. Founded in 1911, the company has decades of experience in the area of infrastructural services. The departments Cleaning, Catering, Clinic Service, Security, Personnel Service, Airport Service and Integrated Services offer both individual services as well as multiservice concepts. With more than 49,000 employees in eight nations, the company generates sales of over 807 million Euros (2020). For further information, see [www.klueh.de](http://www.klueh.de).*

## **Contact**

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