

Sustainable Catering Case Study

2025 Catering Europe– WINNER



Overview

Aramark Sports & Entertainment (Ireland) aimed to deliver a world-class catering experience at the 2025 Amgen Irish Open at The K Club while embedding sustainability across all operations. Building on 2024 successes, the approach focused on reducing environmental impact, supporting local communities, and using the scale of a major sporting event to drive positive, measurable change.

Objectives

- Reduce carbon emissions through local sourcing and workforce recruitment.
- Eliminate single-use plastics by expanding reusable and compostable solutions.
- Achieve zero waste to landfill via effective waste segregation and partnerships.
- Minimise food waste using data-driven forecasting and efficient food practices.
- Enhance community impact by supporting local suppliers, employment, and regional sustainability.

Implementation

- Local sourcing & employment: 85% of ingredients sourced in Ireland and 75% of staff hired locally, reducing transport emissions and supporting the local economy.
- Supplier deliveries were consolidated to cut trips by 20%. Food waste reduction: Use of Kappture forecasting technology enabled real-time demand planning, reducing food waste by 25%.
- Techniques like batch cooking and reuse of trimmings maximised efficiency.
- Plastic elimination: Single-use plastic bottles were removed and replaced with aluminium cans in partnership with Britvic.
- Reusable & compostable systems: Expansion of the Eco Cup system eliminated 140,000 single-use cups. All packaging was 100% compostable with biodegradable inks.
- Waste management: A zero waste to landfill approach was achieved through segregation, staff training, and collaboration with waste partners, ensuring all materials were recycled, composted, or repurposed.

"By combining local partnerships, smart technology, and innovative reuse systems, we've shown that large-scale events can deliver exceptional experiences while leaving a genuinely positive environmental and community legacy."

Richard Li
Director of Sports & Entertainment, Aramark

Results and Activation

- Achieved a 25% reduction in food waste through data-driven forecasting and improved operational efficiency.
- 85% of ingredients sourced locally (with a strong regional focus), significantly reducing food miles.
- 75% local workforce recruitment, lowering travel-related emissions and boosting the local economy.
- Eliminated approximately 140,000 single-use cups via the expanded reusable Eco Cup system.
- Reduced supplier delivery trips by 20%, cutting logistics-related carbon emissions.
- Delivered zero waste to landfill, with all waste recycled, composted, or repurposed.
- Implemented 100% compostable packaging across all concessions.