

Case Study

GRAND RESORT
BAD RAGAZ



Sustainable Hotels and Restaurants: How to make a 5-star resort more sustainable

Food and beverage (F&B) represents one of the largest segments of the hospitality industry and is a vital component in driving ancillary revenue growth within hotels. Optimizing the F&B offering of a hotel can therefore benefit both environment and business.

Hotel food wastage

Food loss and food waste is a global issue and has an enormous impact on climate change. In Switzerland alone, 2.8 tons of food remains are thrown away annually, whereby gastronomy is responsible for 10% - and similar ratios are seen across the globe. Hence, it is vital that the hospitality industry, which gastronomy belongs to, reduces its by-products and improves its internal processes. Indeed, it has been found that hotel kitchens waste between 5% and 15% by value of the food they have purchased. Therefore, food waste reduction should rather be seen as a business opportunity than as a hurdle in addition to an environmental must.

How can luxury hotels make their established F&B concept more sustainable?

For many luxury hotels, adopting a sustainable F&B approach is a challenge, since they only want to offer the highest quality food. Within the project management class of the Swiss Professional Degree program at EHL Campus Passugg, students received the task to create a sustainability and Corporate Social Responsibility (CSR) project for various hotels, one of them being the Grand Resort Bad Ragaz.

The Grand Resort Bad Ragaz is a 5* spa hotel situated in the canton of St. Gallen in Switzerland, home of a famous natural spring and a popular health resort destination attracting people worldwide. The luxurious resort does not only host international guests but also local residents who highly appreciate their famous spa area, the high-class restaurants, the casino, and the golf course.

Sustainable luxury

The Grand Resort Bad Ragaz set the objective to create a sustainable F&B concept, which would have a maximum sustainability approach while supporting their high-end positioning.

The creation of LeftLovers

In order for the concept to be implemented by the Grand Resort Bad Ragaz, it had to fulfill all their requirements. The students proposed a holistic concept called: LeftLovers, a pop-up restaurant, which was to be located in the middle of the green park of the Grand Resort Bad Ragaz, serving creatively transformed by-products from the hotel.

*"We want to inspire young people to incorporate a sustainable diet into their lives and broaden their horizons for eco-friendly living."
Students of EHL Campus Passugg*

LeftLovers Sustainable Concept

What to do with leftover cherry tomatoes or orange peel? Well, easy, you eat them! Unused food can be transformed into creative new dishes that are absolutely delicious, with no guilty aftertaste.

LeftLovers shows how multifaceted unused food is, and how sustainability can work in a luxury setting. For example, the leftover rice from the Sushi Take-Away is transformed into crispy rice balls or the home-made lemonade is created from orange peel. To avoid food waste in the first place, the French fries are made out of unpeeled potatoes, Ketchup and mayonnaise are served from glass bottles instead of plastic packaging and the meals are served on biodegradable plates. For partner products, attention is paid to organic and climate-neutral production, short delivery routes, and sustainable farming.

1. Embracing sustainability while inspiring people

We can see and feel climate change in our everyday lives. Therefore, EHL Campus Passugg students are sensitive to the matter, convinced that something needs to change and that everyone can contribute to avoiding further global warming. Hence, the vision of the LeftLovers concept is to inspire young people and industry leaders to implement sustainable nutrition within their lifestyles and into their business.

"We offer modern and innovative F&B, made almost exclusively from usable leftover grub and food remains. We source the products we use from regional suppliers as much as possible. We limit our product offering to ensure sustainable and environmentally-friendly production."

With that concept, they do not only support the corporate social responsibility objective of the Grand Resort Bad Ragaz but also help make the world a slightly better place.

2. Sustainability beyond F&B

In order to maximize the sustainability of the concept, the students added an aspect to their creative idea called: "Adopt a plant". In order to have an impact beyond F&B, students proposed to gift older plants or non-flowering orchids to customers and visitors, so they are not thrown away.

Impressed by the creative and thought through concept presented by the students, the management team of the Grand Resort Bad Ragaz decided to bring the concept to life.

3. Success factors of the ecological initiative

- The combination of the luxurious 5*star resort and the ecological F&B concept can be seen as a paradox, but provided a huge storytelling potential. For this reason, the story was picked up, generating a lot of media coverage and visibility for the cause.
- The fact that all the elements which are used within the concept - the huts, the cutlery, the seating arrangements - have been found in the storage facilities of the hotel, gives a strong and coherent sustainable message that resonates.
- The pop-up restaurant location, within a famous outdoor exhibition, guarantees a visitor basis that can be converted to consumers.
- The unique and comfortable setting of the concept not only appeals to international visitors, but offers a meeting place for local and returning guests.
- As the menu is adapted to the food remains, it is dynamic and changes regularly, offering a new experience for returning guests.

Sustainability brings people together

Industry and education leaders working hand in hand to promote a more sustainable world.

Business leaders see that climate change is no longer a distant threat. Nearly 30% of executives say their organizations already feel the operational impacts of climate-related disasters, and more than a quarter are facing a scarcity of resources due to climate change. In the midst of these direct impacts, the majority of business executives acknowledge that the world is now at a tipping point to act if we are to mitigate the effects of climate change.

The Business Plan projects taught at EHL Campus Passugg with the support of industry leaders like the Grand Resort Bad Ragaz reflects the shared desire of both institutions to promote innovative and sustainable practices in the hospitality industry. Through the cooperation of a well-experienced hotel management team and highly motivated, open-minded students, an innovative and sustainable project has been established that can be used as an example for further initiatives.

After the presentation of the concept, two of the EHL Campus Passugg students received the opportunity to complete their internship at the Grand Resort Bad Ragaz for the next 6 months. Their main responsibility will be to manage and support the LeftLovers pop-up restaurant.

Environmental sustainability efforts are good for people, planet and profit. Working hand in hand, industry and education leaders can accelerate their environmental sustainability efforts.

"LeftLovers is a milestone and a strong statement for the sustainable use of our resources,"

Marco R. Zanolari, General Manager of Grand Hotels and EHL alumnus.



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