

B2B Food-Waste Reduction for Institutional Catering

DULDAM

Lower waste. Lower food cost. Measurable ESG.

Early-stage Venture · 7 Corporate proposals · 3 active implementations · 4-week paid pilot
Pilot package: approx. KRW 300,000 per site

BUSINESS OVERVIEW

From Food Waste to Operating Margin

01 Problem & Cost Leakage

Food waste is not only an ESG issue.
It is a recurring operating cost.

02 Business Case

Low-cost interventions at the point of service.

03 Solution & Pilot Model

4-week onsite validation package.

04 Business Impact

Lower food cost, disposal cost and waste.

05 Traction & Scale

7 proposals. 3 implementations.

Problem & Cost Leakage

Food waste is paid for TWICE.

Before It Reaches the Plate

Ingredients, labour, energy and preparation costs are already incurred before the meal reaches the serving line.

And When It Comes Back

Uneaten food creates a second cost: collection, storage and disposal, with no recovery of what was already spent.

Food Waste = Margin Leakage

For institutional caterers, food waste is a direct margin issue. A 1,000-person cafeteria generating 120g of waste per diner can produce about 30 tonnes a year, adding disposal costs on top of food, labour and resources already spent.

What leaves the tray leaves the margin.





30 TONNES
of food waste / site / year



KRW 5.4 - 7.8M
annual disposal cost alone

Business Case

6:1	5%+	Lower	Stronger
Benefit-Cost Potential	Food-Cost Reduction	GHG Emissions	ESG Performance

6:1 Cost-Benefit Return

Champions 12.3 reviewed 86 catering sites across six countries. For every $1 invested in food-waste reduction, operators saved an average of $6 over three years, with 64% recovering their full investment within the first year.

5%+ Food-Cost Reduction

Sites reducing food waste lowered food cost by more than 5% on average. For an operator spending KRW 1 billion a year on ingredients, that represents over KRW 50 million in annual savings that flows directly to the bottom line.

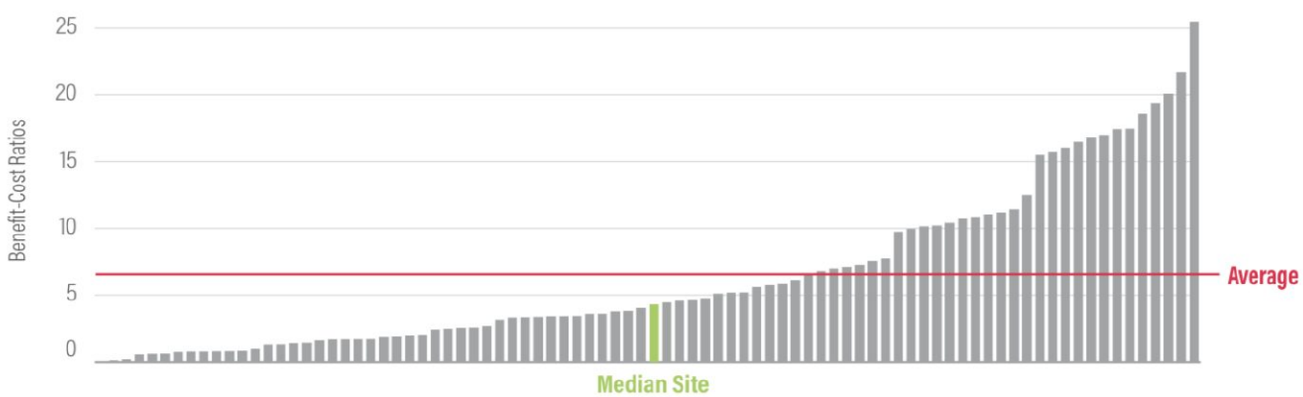
Business Case

Lower GHG Emissions

Each 1 kg of food waste generates about 1.65 kg CO2e across its lifecycle. Landfilling and decomposition further amplify climate impact, making food-waste reduction a direct lever for lowering emissions.

ESG in Practice

Weak waste-reduction and recycling performance can erode competitiveness in sustainability-focused bids and contracts. ESG performance can also affect financing assessments, access to capital and funding costs.



Source: Champions 12.3 (2018), The Business Case for Reducing Food Loss and Waste: Catering, p.4.

Solution & Pilot Model

A. Overview

- **Target:** Institutional cafeterias
- **Pilot**: 4 weeks
- **Price:** ~KRW 300K / site
- **Goal:** Reduce waste before disposal

B. Pilot Components

	Intervention	Value	Cost
Service-Line Redesign	Side dishes → Main → Rice → Soup	Less over-portioning	Minimal
Positive Refill Nudge	"You can always come back for more."	Less defensive serving	Low

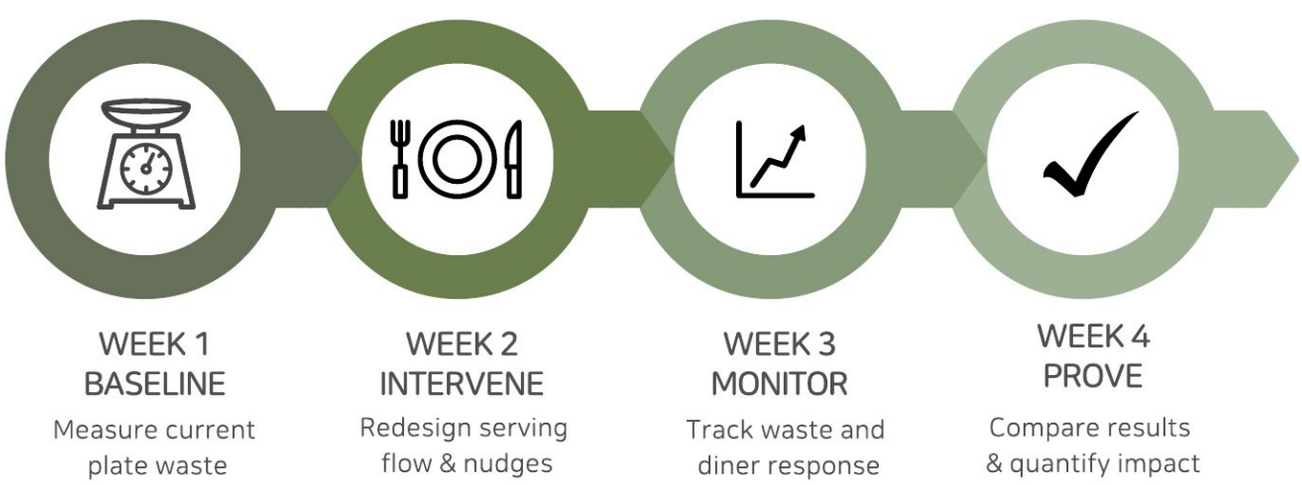
C. Core Intervention

Service-Line Redesign

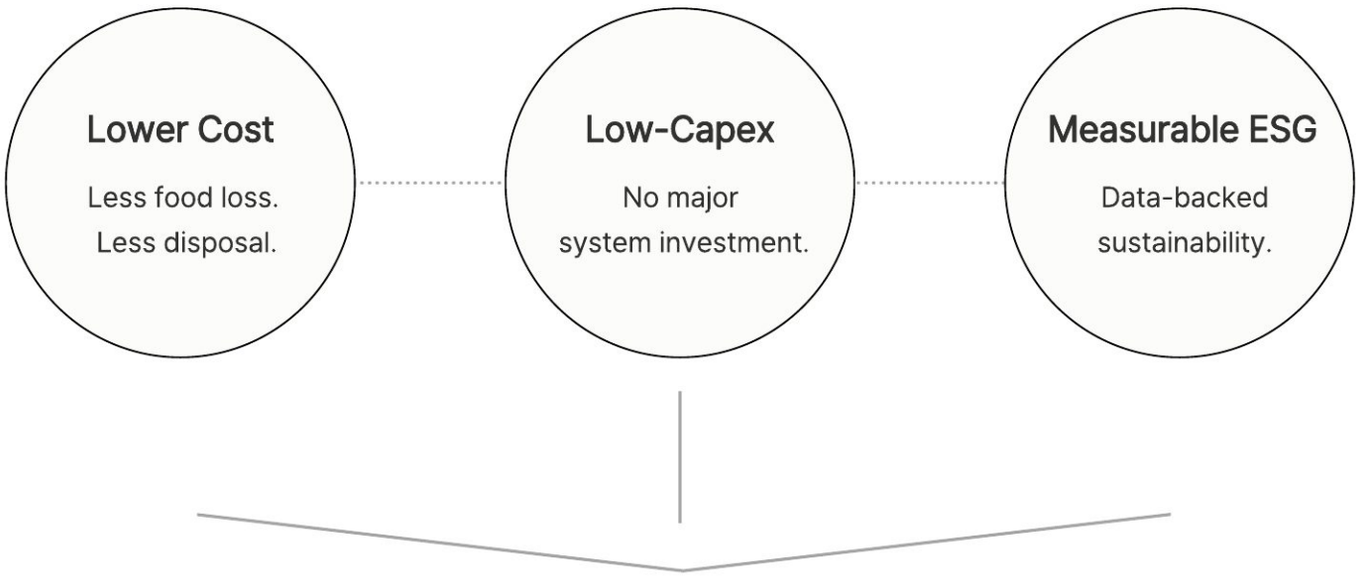
DULDAM moves rice later in the serving sequence so diners can see the full meal before deciding how much staple food they need. This helps reduce over-portioning and food waste without major equipment or operational changes.

Positive Refill Nudge

Instead of restrictive messages such as “Please do not leave food,” DULDAM uses reassuring language such as “You can always come back for more.” This encourages smaller first servings while preserving customer choice.



Business Impact



Economic Impact

Lower Food Cost: Less over-serving cuts ingredient spend before waste begins

Lower Disposal Cost: Every kilogram avoided cuts handling and disposal costs

Better Operating Efficiency: DULDAM cuts leakage from purchase and disposal.

Low-Capex Deployment: Runs on existing lines, signage and basic measurement.

Environmental Impact

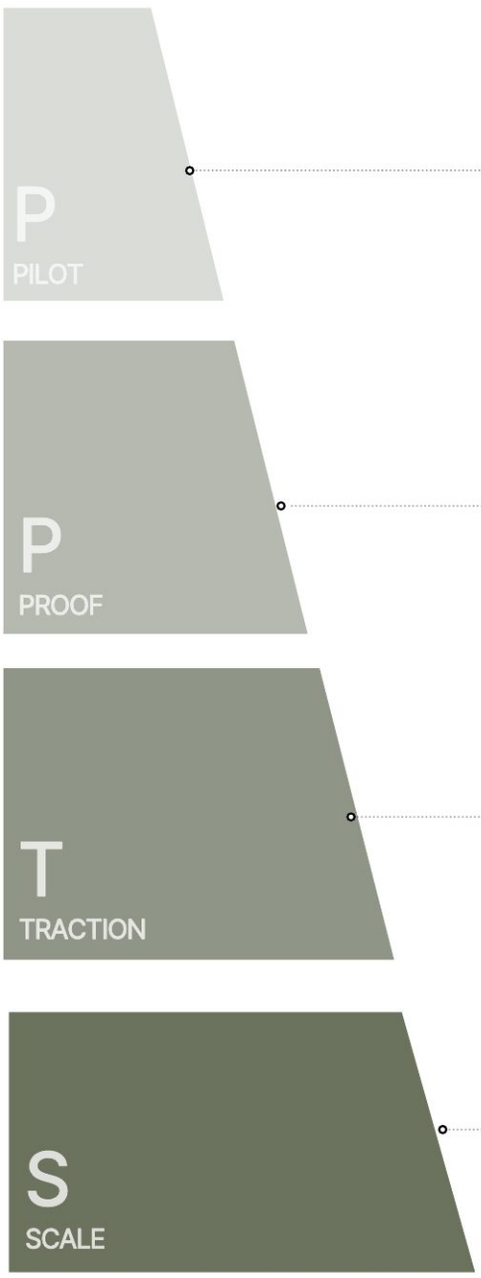
Less Waste: Smarter first servings reduce edible food left on trays each day

Less Resource Loss: Less waste reduces water, energy, labor and food inputs.

Measurable ESG: Before-and-after data makes ESG impact visible and credible.

Traction & Scale

Why Start with a Pilot?



Low-Friction Pilot

DULDAM offers a 4-week validation package at approximately KRW 300K per site, allowing operators to test the model with limited cost and disruption. The pilot fits into existing cafeteria operations, lowering adoption risk before any wider rollout decision.

Before-and-After Proof

Each pilot begins with a baseline, applies the intervention, and measures the change under the same operating conditions. The result is a clear before-and-after comparison that can be translated into waste reduction, cost impact, and measurable ESG evidence.

Commercial Traction

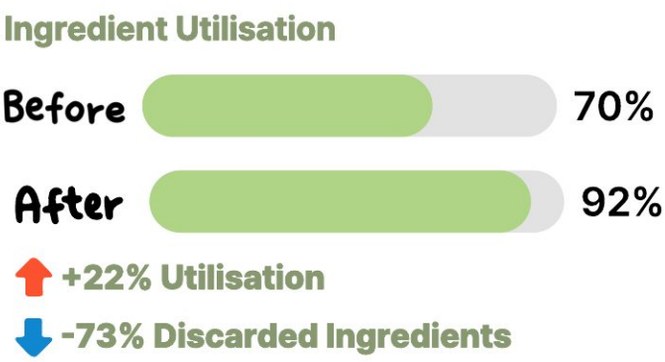
DULDAM has moved beyond the proposal stage. We presented the model to 7 institutional catering companies, and 3 are currently implementing it. This turns the project from a student concept into an early-stage B2B venture with live market validation.

Scalable Rollout

Once the model is validated at one cafeteria, the same intervention and measurement framework can be replicated across additional sites with limited setup. This creates a repeatable rollout model that can scale across multi-site institutional catering operations.

Current Commercial Traction

DULDAM now operates as an early-stage B2B venture, offering a 4-week pilot at approximately KRW 300K per site. Three of seven companies approached are currently implementing the model.





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DULDAM

Turning food waste into measurable operating value.

CONTACT

E-mail - arujmh0912@korea.ac.kr

Phone - 010-8082-0912