

# The Sustainable Hotel Insights

#01  
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FREE  
INSIGHTS

**Sustainability in gastronomy:  
5 TIPS for a more sustainable (hotel) kitchen**

*For everyone on the  
journey to making this Planet  
a more purposeful and  
hospitable place.*

# FOREWORD

## *Pursuing the path to sustainability – together*

### **Welcome to The Sustainable Hotel – and thank you for joining us on the journey to a better future!**

More and more people are opting for vegetarian, vegan or plant-based diets – for many different reasons. In this practical guide, we'll show you how your (hotel) kitchen can benefit from this sustainable shift.

Why is this topic so important? Our food system has a profound impact on the environment, and the hospitality industry plays a significant role in this. By making conscious choices about the food we source and prepare, our industry can contribute greatly to reducing its ecological footprint.

How hotels and restaurants design their menus not only matters for

the planet but also for the health of guests and future generations' quality of life. To empower you, we've gathered 5 tips, background information and practical insights for you, answering the following questions:

- What makes people give up meat?
- How can I benefit from this as a hotel or restaurant manager?
- How can I make sure that my menu is to the liking of (almost) everybody?
- How can I make my (hotel) kitchen more sustainable?

But first, a quick intro: We're MAp, a boutique consultancy based in Zurich that develops sustainable hotels and hospitality brands. We created The Sustainable Hotel to equip boutique hoteliers with insights, tools and resources to build

hotels that have a positive impact on people and the planet.

On the platform [The Sustainable Hotel](#), you'll find additional helpful resources, like the complete *The Sustainable Hotel Handbook Collection*, which supports and empowers hoteliers on their sustainability journey.

**Thanks again for joining us on this mission to make a difference on and to our planet!**

**A big thank you also goes to [Regula Balteschwiler](#), whose expertise in sustainable hospitality and gastronomy has been of huge help to us.**

**Let's make this world a better and more hospitable place – together.**

**#onwards  
Your MAp Team**



**VISIT THE SUSTAINABLE HOTEL NOW**

*P.S. We'd love to hear more about your sustainability journey. Take us along and share your experiences at [onwards@MAp-consultancy.com](mailto:onwards@MAp-consultancy.com).*



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*This blog post offers more tips and information on creating a more sustainable (hotel) kitchen.*

*“This magical, marvellous food on our plate, this sustenance we absorb, has a story to tell. It has a journey. It leaves a footprint. It leaves a legacy. To eat with reckless abandon, without conscience, without knowledge; folks, this ain’t normal.”*

**JOEL SALATIN (2011).**  
Farmer and Author





## FACTS

### *Did you know?*

**Did you know that meat consumption contributes significantly to climate change? People often talk about flying less, saving water or turning off lights – but changing our diets can have a much greater impact.**

Globally, the food system is responsible for 21 to 37 percent of man-made greenhouse gas emissions, according to the Max Planck Society (2023), with up to 80 percent of that linked to animal-based production.

- 1. Animal products contribute to water pollution:** over-fertilization, pesticides and medication contaminate groundwater resources.
- 2. Animal products contribute to water scarcity:** producing meat and other animal products requires vast amounts of water. For example, one kilogram of beef consumes about 15,000 litres of water (WWF, 2024).
- 3. Animal products contribute to deforestation:** forests are cleared for pasture or to grow animal feed (e.g., soy). These areas are not only home to wildlife but also vital for climate protection.

## PEOPLE AVOID MEAT

*and/or animal products for various reasons:*

### ETHICAL REASONS

Factory farming generates more CO2 than all global transport combined. **30% of slaughtered animals are never eaten.** Forests the size of 35 football fields are destroyed every minute for grazing or animal feed production.

### TO DO GOOD FOR THE PLANET

**A plant-based diet supports the UN's sustainability goals,** including ending hunger and fighting climate change.

The Planetary Health Diet recommends cutting back on meat to protect the environment.

### HEALTH REASONS

**Plant-based diets are rich in unsaturated fats and may lower the risk of cardiovascular disease, diabetes and cancer.** For those with lactose intolerance or allergies, it may be the only option.

### DIETS ARE BECOMING MORE DIVERSE

**Keeping up with these trends can be challenging for the hospitality sector.**

This overview (BetterHealth, 2023) provides valuable guidance.



Discover how mindful choices around meat consumption can have a positive impact on climate protection in our latest blog post. [Click here to find out more.](#)

## WHY SHOULD YOU TAKE ACTION?

*Benefits for hospitality businesses that offer more plant-based menu options:*

**There are numerous advantages for the catering and hotel industry if more plant-based options are on the menu:**

### **MORE GUESTS**

**A diverse menu attracts a broader audience.** Studies show that restaurants with vegan options see higher customer satisfaction and return rates ([Dom Hopkinson, 2021](#)).

### **MORE REVENUE, MORE PROFIT**

[Regula Balteschwiler](#), a vegan herself, knows how difficult it can be to find restaurants

and/or hotels offering vegan options.

That's why she shared the following simple calculation with us, showing how much revenue a hospitality business could miss out on by not offering or only offering one vegan option:

- 2 vegan guests per day, each accompanied by 3 non-vegans
- 8 guests x CHF 40 x 6 days = CHF 1,920 per week
- x 48 weeks = CHF 92,160 per year

**STAND OUT IN A COMPETITIVE MARKET**  
In a saturated market, offering plant-based options can help to differentiate your brand.

Promote your vegan dishes on your website, social media, menus and newsletters to clearly position yourself.

**ATTRACT MORE STAFF AND PARTNERS**  
Sustainable businesses appeal to like-minded employees.

According to [the Global Talent Trends Study \(2024\)](#), over half

of Swiss workers want to work only for companies that are aligned with their values.

**BE A REGIONAL ROLE MODEL**  
Companies that focus on sustainability can become pioneers in their area.

Swiss examples like [Hotel Ucliva \(2025\)](#), [Hotel Bürgisweyer Bad \(2025\)](#) and [Deltapark Vitalresort \(2025\)](#) show how successful a sustainability approach can be. Thanks again to Regula for these inspiring tips!

## **ACTION**

*5 tips to make your (hotel) kitchen  
more sustainable*

1

**OFFER AT LEAST TWO VEGAN DISHES PER CATEGORY.**

**Make sure you have at least two vegan options in each menu category – starters, mains and desserts.**

Why people and the planet will thank you:

- A 2019 meta-study showed that eating meat only twice a week can reduce mortality risk by 25% and the risk of respiratory disease by 50%.
- Greenhouse gas emissions will be significantly reduced.
- Guests with lactose intolerance, vegans, vegetarians, flexitarians and anyone who enjoys variety will appreciate having more than "just a salad".

**Label vegan dishes clearly using allergens. This helps to avoid misunderstandings and allergic reactions.** Avoid using the word "vegan" as it can be perceived negatively – "plant-based" tends to be seen more positively.



2

## CREATE SEASONAL AND REGIONAL PLANT-BASED DISHES.

**Buy seasonal produce from local suppliers to increase freshness and support the local economy.**

But be cautious: transport often plays a smaller role in terms of carbon emissions than many people might think. What matters more is how the food is produced.

**So, choose locally and sustainably produced products to truly make a difference for the environment.**

Why will both people and the environment benefit?

- **Shorter distances:** by purchasing food from your region, you reduce carbon emissions caused by transportation.
- **Fresh products:** local produce is often fresher and has a longer shelf life.
- **Support for the region:** by buying local products, you support the local economy and the people in your area.



3

### OFFER VEGAN EVENTS AND SPECIALS.

**A tip that will not only delight your vegan guests: offer special buffets or vegan events, such as vegan weekday lunch menus or plant-powered menu options for an energy boost on hot days.**

Make plant-based dining a highlight and invite your guests to explore something new.

Or why not participate in vegan restaurant weeks or maybe even organise your own? Creativity, innovation and fresh ideas will not only attract more attention but will also be rewarded by your guests.



4



## TRAIN YOUR STAFF.

**Train your service staff about the plant-based options on your menu.**

Ensure all your employees are knowledgeable about topics such as veganism and health or environment and climate.

Possible topics to include in your training could be:

- What is what (e.g., the list of food intolerances)
- Why plant-based dishes exist (e.g., increasing guest demand, changing lifestyles)
- How they influence health (e.g., reduction in mortality and respiratory diseases)
- How plant-based dishes impact the environment and climate (e.g., reducing the carbon footprint)

5

## AVOID ADDITIVES AND ARTIFICIAL FLAVOURS.

**Steer clear of artificial additives and flavours in your dishes.**

An example of this approach is the concept of the naked indigo (2025), which focuses on natural and unprocessed ingredients. On their website, the founders write:

"All our ingredients are, quite literally, 'naked,' in line with our motto 'No Animals Killed, Energizing Dishes only,' and we completely avoid flavour enhancers, additives and artificial flavourings. We love what we cook – that's why our ingredients are allowed to remain as natural as they are."





## ADDITIONAL RECOMMENDATIONS AND IDEAS FOR A MORE SUSTAINABLE KITCHEN:

- Avoid food waste:** discover these 6 STEPS to reduce food waste in your hotel, [available for free download](#).
- Buy in bulk:** purchase food in larger quantities to reduce packaging waste.
- Use energy-efficient appliances:** switch to appliances that minimise energy consumption.
- Save water:** implement practices that help to conserve water in your kitchen.
- Separate waste:** make sure to properly separate waste for recycling and disposal.
- Use vegan, cruelty-free and environmentally friendly cleaning products:** opt for products that are better for the environment.
- Encourage sustainable staff from:** promote eco-friendly practices among your team.
- Give guests the option to act sustainably:** provide your guests with opportunities to make environmentally conscious choices.



## RECIPE IDEA

### *Vegan chocolate mousse*

**Regula Balteschwiler provides inspiration for your dessert menu with this recipe.**

1. Whisk the liquid from one can of chickpeas until stiff.
2. Gently fold in 100g of melted vegan dark chocolate.
3. Optional: fold in one packet of whipping cream stabilizer. (Most stabilizers are vegan, but check the packaging to be sure.)
4. Let the mousse set in the fridge for at least 4 hours or over night.
5. Optionally, decorate with vegan chocolate shavings.
6. Serve and enjoy.

Good luck and Bon Appétit!

*“And this is the most important thing: Stay grounded, keep your feet on the ground and follow the path step by step.”*

**JOHANNES GUTMANN**

(quoted in "Wir leben Nachhaltig", no date)





## BEST PRACTICE

### *A vegan restaurant in Central America*

#### **LA BRUJA**

[labrujaveganfood.com](http://labrujaveganfood.com)

**Finally, we take you to Antigua de Guatemala to La Bruja to see what the motto **Quality over Quantity** means and how vegan dishes are thoughtfully prepared using fresh, local ingredients.**

The restaurant offers a selection of healthy dishes, all made without added sugars. Plant-based milk and vegan proteins are produced in-house, and artificial additives are completely avoided.

On the website, you'll find plenty of inspiration and information. [Click HERE](#) to learn more.





## SUMMARY

### *Key takeaways*

**Transitioning to a more sustainable (hotel) kitchen offers numerous benefits: it helps to protect the environment, increases customer satisfaction and is economically profitable.**

By focusing on plant-based, regional and seasonal ingredients, you as a hotel or restaurant manager will not only reduce your carbon footprint but also attract new guests and better position yourself in the market.

**With these 5 tips, your (hotel) kitchen can make everyone happy while doing good for the planet:**

- Offer at least two vegan dishes per category.
- Create seasonal and regional plant-based dishes.
- Offer vegan specials and events.
- Train your staff.
- Avoid additives and artificial flavours.

A conscious approach to food and a diverse menu are key to a more sustainable future in the gastronomy industry.



# THE COMPLETE GUIDE

## How to Reduce (Food) Waste

Want to learn more? Our comprehensive, practical guide offers valuable insights, tools, resources, checklists and more for you and your team.

- 45 pages that take you deep into the topic.
- A helpful exercise for creating a waste management plan and defining measures for waste reduction.
- A scorecard to measure your successes and progress.
- Insights into reducing (food) waste.
- MAdvice and best practices.
- External resources for further support.

[Click HERE to learn more.](#)





## **REGULA BALTESCHWILER**

### *Balteschwiler Consulting*

**Regula Balteschwiler is an expert in sustainable hospitality and gastronomy.**

At Balteschwiler Consulting, she offers tailored concepts for the hospitality industry, ranging from the introduction of seasonal, regional and plant-based dishes to the use of eco-friendly cleaning and care products, as well as staff training.

Through team workshops, Balteschwiler Consulting provides the knowledge needed to reduce the ecological footprint while increasing guest and employee satisfaction.

[Click HERE to learn more.](#)



## #ONWARDS: FURTHER RESOURCES

### FACT SHEETS

#### Fact Sheet on Food Waste

by Sustainable Hospitality Alliance  
This fact sheet addresses the issue of food waste and offers recommendations on how to reduce it.  
[LINK](#)

#### Fact Sheet on Responsible Procurement

by Sustainable Hospitality Alliance  
This fact sheet examines how responsible purchasing can positively impact hotel operations and provides tips on the first steps.  
[LINK](#)

### WEBSEITE

#### Hotel Guide

by Oceanic Global  
This comprehensive online guide highlights sustainable best practices in the hotel industry, focusing on reducing single-use plastics and optimising waste management.  
[LINK](#)

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## ORIGINAL QUOTE

Page 17: „Und das ist das Wichtigste: Am Boden bleiben, die Füße am Boden behalten und Schritt für Schritt den Weg gehen.“  
by Johannes Gutmann

## PHOTO CREDITS

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