



Press Release

For immediate release

SRA's Too Good To Waste campaign wins prestigious Climate Week Awards

The Sustainable Restaurant Association's campaign to reduce food waste in restaurants has won the prestigious Climate Week Award for Best Campaign.

Too Good To Waste has made doggy boxes a standard feature in more than 100 London restaurants since its launch in October 2011, helping raise consumer awareness about food waste. The campaign, sponsored by 3663 and One Water and supported by well known chefs including Hugh Fearnley-Whittingstall and Thomasina Miers, has also focused restaurateurs' minds on new strategies to cut down on the 21 tonnes of food they throw out each year.

The Best Campaign award was one of 14 to be announced by Climate Week today (12 March) as part of Britain's biggest event to tackle climate change.

Mark Linehan, SRA managing director, said: "Winning the Climate Week Campaign award is tremendous recognition for Too Good To Waste. We believe this campaign has made diners think differently about their leftovers, and inspired restaurants to reduce the appalling amount of food they waste. Reducing restaurant food waste is one way of combating climate change and we are thrilled to be recognised for our work."

After huge interest from diners, restaurants and local authorities across the UK the SRA is planning to roll out the campaign across the country during 2012.

Ends

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Notes for Editors

The Sustainable Restaurant Association (SRA) conducted food waste audits in ten London restaurants in July and August 2010. The findings and recommendations for waste reduction were published in its report ***Too Good To Waste***.

Populus interviewed 1002 adults about the attitudes to restaurant food waste on behalf of the SRA in April 2011.

The SRA is a national, not-for-profit membership organisation working with 1,000 restaurants across the UK. The SRA helps member restaurants source food more sustainably, manage resources more efficiently and work more closely with their community. Members enjoy the economic benefits of greater sustainability and the SRA promotes their activities to consumers.

For more information or comment, please contact

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