WORKING MATERIAL 1.14 · CHAPTER 1 — THE VISION OF OWNERSHIP (SECTION A) · SETTING: ALBA, ITALY

# Food and Beverages: What Reaches the Plate

*Source: Francesco Dore, The Helm and the Lens, Volume 7a — GSTC Hotel Standard v4.0, subchapter 1.14 (book page 173)*

**GUIDING QUESTION**

*A menu is the most widely read sustainability document a hotel publishes, and often the least verified. Between the words printed on it and the food that reaches the plate stand a store room, a supplier list and a buffet that is refilled every morning. What does the standard ask a hotel to serve, and how can a claim on a menu be tested against what is in the kitchen?*

## 1 · Verification Pact: market claims against the standard

*Copied from the book. The last column is for your property: what holds here, and how you know it.*

| What is claimed | Binding? | What actually holds | In our property |
|---|---|---|---|
| The standard requires a vegan menu | No | A14.1 asks for plant-based, vegetarian and/or vegan options and, where feasible, one labelled plant-based dish per course | |
| A dish can be called sustainable if its ingredients are mostly local | Only partially true | Labels are allowed only when dishes meet clearly defined criteria aligned with the hotel's sourcing policy | |
| A hotel without a restaurant has nothing to do under A14 | No | A14.2 asks it to recommend or promote nearby providers with sustainable sourcing | |
| The standard sets a fixed food waste reduction target | No | A14.4 asks for practices; D6 asks for measurement and targets for solid waste, with food waste as a category | |
| Organic or fair-trade certification is mandatory for ingredients | No | A14.3 asks for preference for plant-based ingredients that are local and/or certified | |
| Only the restaurant menu is in scope | No | A14.4 names kitchens, buffets and dining areas; the criterion covers all food and beverage options | |

## 2 · Common mistakes — a self-check

*Tick each mistake you recognise in your own property, and note where it shows.*

☐ Printing a sourcing claim on the menu without a written definition behind it.

☐ Applying sustainability standards to the restaurant and not to breakfast, banquets or staff meals.

☐ Treating a side salad as a plant-based offer.

☐ Labelling dishes as sustainable because they feel seasonal rather than because they meet defined criteria.

☐ Filling buffets for appearance and never weighing what is thrown away.

☐ Keeping portioned single-use packaging at breakfast while claiming local sourcing at dinner.

☐ Assuming a hotel without a restaurant has no obligations under A14.

☐ Running food procurement outside the procurement policy and targets of A13.

## 3 · A Checklist for a Kitchen Review

*The book's checklist, with a column for your own answer.*

| Question | Why it matters | Our answer |
|---|---|---|
| What does every label on our menus and website mean, and where is that written? | The guidelines allow sustainability labels only against clearly defined criteria | |
| Which services does each claim cover? | A claim true at dinner may be false at breakfast and banquets | |
| Is there a clearly labelled plant-based dish in each course, where feasible? | A14.1 and its guideline ask for availability, variety and visibility | |
| What share of ingredients is local or certified, by service? | A14.3 and A13.3 ask for preference and targets | |
| How much food is wasted per day at the buffet? | A14.4 and its guideline include food waste measurement | |
| If we have no restaurant, which nearby providers do we recommend, and why? | A14.2 applies to hotels without food service | |

## 4 · What would show this is working

*Questions drawn from the subchapter's reading of the standard and its practical application. Indicator references point to the GSTC Hotel Standard v4.0; where the evidence lives is this book's practice, not a requirement of the standard.*

| Question | Where the evidence lives | Seen? |
|---|---|---|
| Are plant-based options offered, ideally one clearly labelled dish in each course (A14.1)? | Current menus and banquet proposals | ☐ |
| Is the availability of plant-based dishes assessed and tracked (guideline to A14.1)? | Monthly sales record of plant-based dishes | ☐ |
| Is preference given to local or certified plant-based ingredients (A14.3)? | Purchase records by supplier and origin | ☐ |
| Does every "sustainable" or similar label on a dish rest on written criteria aligned with sourcing policy? | Sourcing policy definition and menu cards | ☐ |
| Are there practices to reduce food waste in kitchens, buffets and dining areas (A14.4)? | Food waste weights and buffet procedure | ☐ |

> *What this sheet is not: the GSTC Hotel Standard does not prescribe this form. It is a working aid drawn from the book; the standard's criteria, indicators and guidelines govern the real case. Independent material; not affiliated with or endorsed by the GSTC. The standard's own text at www.gstc.org prevails.*