

## BaxterStorey celebrates new partnership with Waste Knot

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[BaxterStorey](#) is to wage war on waste and surplus vegetables – from farmers' field and into chefs' kitchens.

A new partnership with Waste Knot will challenge chefs to create innovative dishes from scratch using fresh, locally grown, seasonal ingredients, as well as supporting Waste Knot's mission of providing a new market for its growers.

Greg Bramwell, Director of Food, commented: "It's an exciting time for BaxterStorey as we recently launched our Obsessed with Food vision. Partnering with Waste Knot encourages our chefs to get creative and be inspired to explore new innovative ways of cooking with all parts of the plant as well as completely new ingredients. Our shared food philosophy on being bold, brave, and challenging the norm, will not only reduce our food waste and create a more sustainable industry, but gives customers a real memorable and delightful hospitality experience"

With around seven percent of fruit and veg produce grown in the UK never making it to a plate, generating more than £1 billion worth of food going to waste, the partnership will support our commitment to minimising food waste and highlighting the need for a more sustainable future.

Jess Latchford, Director at Waste Knot said: "Waste Knot looked at the traditional way of getting fresh food from farm to kitchen – and gave it a little tweak... Our method works alongside the conventional way of doing things but gives growers a new market for their misshapen and surplus fruit and vegetables whilst giving chefs the opportunity to create great food from seasonal ingredients. This way everybody wins, from farmers to caterers, as well as our precious and fragile environment."

Mike Hanson, WSH Director of Sustainable Business, commented: 'This collaborative partnership is absolutely fantastic, not only does it deliver brilliant produce for our teams to create great food, the partnership also massively supports both our net zero ambitions and programmes to design out waste'.