

# Avolta pilots partnership measuring CO2 footprint of its Dutch F&B offer



Leading global travel experience player Avolta is partnering with sustainability data experts HowGood and PS in Foodservice to pilot a new innovation to measure its carbon footprint within the Dutch supply chain.

The pilot aligns with two key focus areas of Avolta's recently published ESG strategy: Create Sustainable Travel Experiences and Respect Our Planet. The initiative equips Avolta with a centralized platform to accurately calculate the carbon impact of ingredients used in its F&B stores in the Netherlands. Avolta can collaborate directly with partners across its local supply chain to devise a more sustainable approach to its operations.

During the pilot, which commenced earlier this year, product data from Avolta's stores across the country is connected with the PS in Foodservice database, a comprehensive service offering current information on over 320,000 food and beverage products. Through an integration with the sustainability intelligence platform HowGood, Product Carbon Footprints are instantly generated for each product, drawing from HowGood's proprietary database of over 90,000 agricultural emission factors. The first-time collaboration between HowGood and PS in Foodservice has delivered a comprehensive, real-time emissions dashboard, offering a breakdown of Avolta's Scope 3 carbon emissions related to purchased products and goods by store, vendor, and category. Using the dashboard, the team at Avolta can pinpoint high-impact ingredients within its portfolio and explore carbon reduction strategies.

Bastiaan van Asten, Avolta's Senior Vice President F&B Commercial, NCE Business Unit, and Head of Center of Excellence, Amsterdam said, "As a company with a global footprint, we have a

responsibility to lead the way in making sustainable choices. We are grateful for the opportunity to partner with industry leaders HowGood and PS in Food Service, to identify the carbon intensive products in our portfolio and model how changes will help to reach our carbon reduction goals. We are committed to engaging with our suppliers to understand and improve their environmental impact. The dashboard enables our vendors to contribute their ingredient data, so we can collaborate with them to improve menu development and assortment selection and make product choices for a lower carbon impact. We're also proud to contribute to Schiphol Airport's net zero 2030 strategy through the pilot."

Michael Streitberger, Head of Partnerships at HowGood, commented, "For food and beverage companies, as much as 87% of their total annual emissions come from their ingredients. Avolta's commitment to granular, real-time assessments of their ingredient supply chains demonstrates real leadership for the industry. We are so glad to be collaborating with PS in Foodservice to power these efforts, enabling efficient, impactful decarbonization."

Louise-Cato van Es-Bol, Commercial Manager, PS in Foodservice, added, "Utilizing our vast database of 320,000 products, along with our partnership with HowGood, we provide a method that enables a fast and efficient way to track the emissions of the entire Avolta range, covering every store, supplier, and category. This eliminates the need for contacting and relying on data from individual producers."