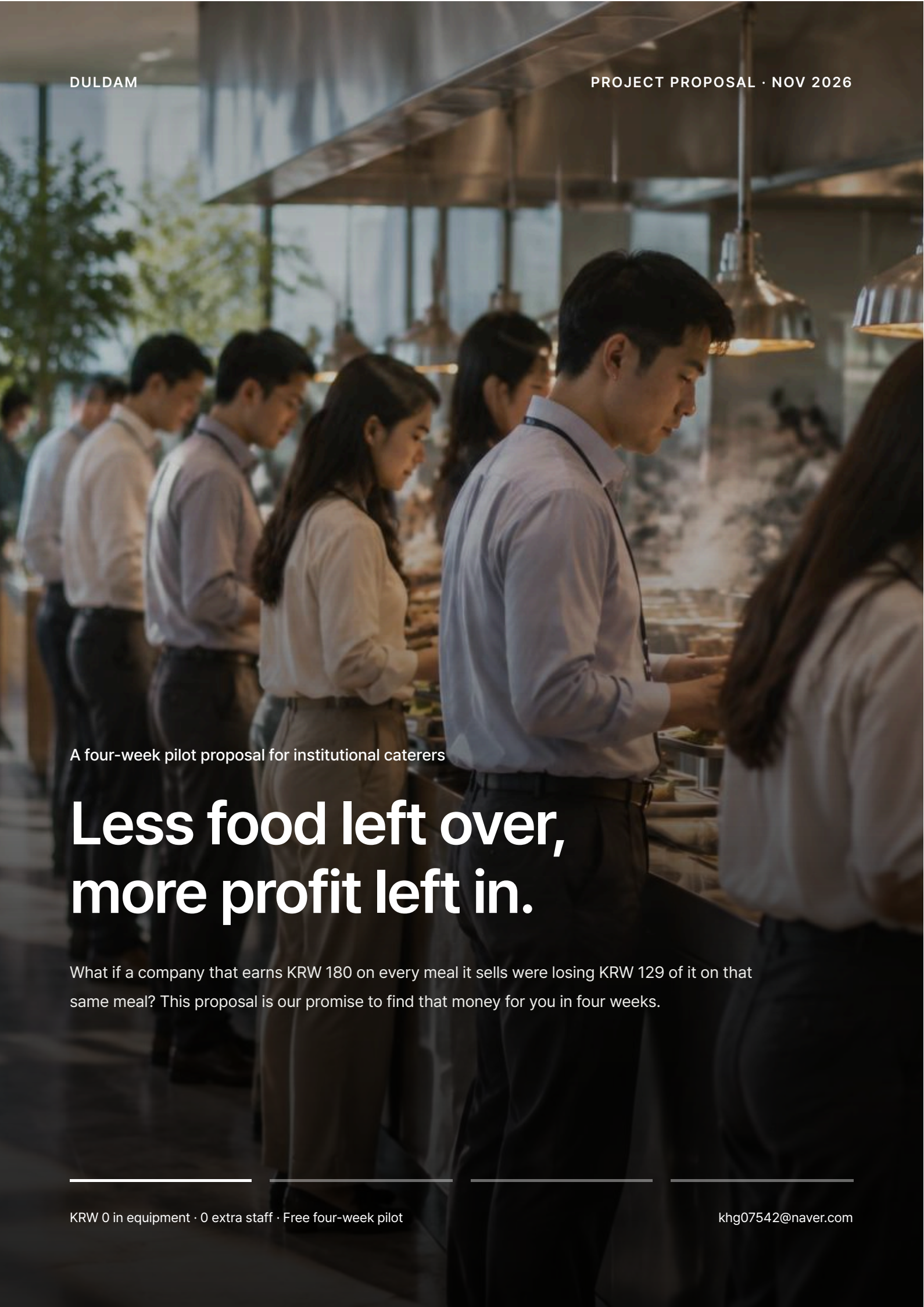


A four-week pilot proposal for institutional caterers

Less food left over, more profit left in.

What if a company that earns KRW 180 on every meal it sells were losing KRW 129 of it on that same meal? This proposal is our promise to find that money for you in four weeks.

KRW 0 in equipment · 0 extra staff · Free four-week pilot

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Summary | This proposal on one page

Every day at lunch, caterers lose the most of their thinnest margin

Contract catering is a business with margins in the 3% range. In the first half of 2026, operating margins at Korea's three listed catering companies ran from 2.0% to 6.9%. On a KRW 5,000 lunch, that leaves the caterer less than KRW 200. And that thin margin leaks out of the same places every day: rice cooked in excess, side dishes left on the serving line, soup left on the tray. DULDAM measures these three points separately and tells you what to make less of next week.

Recovered per meal

KRW 129

72% of the estimated KRW 180 operating profit per meal

Potential per month

KRW 2.27M

About KRW 27.24M a year

Sales needed to earn the same

KRW 63M

Extra monthly sales at a 3.6% operating margin

What we do

We change the serving order to side dishes → main → rice → soup and add one line at the end of the counter: "Come back for more any time." Then we use measurements taken at production, serving and return to adjust production by day of the week. No new equipment, no extra staff.

What it costs

The four-week pilot is free. We bring everything, from the measuring tools to the final report. All you provide is one site and four weeks.

Environmental impact (ESG)

It isn't only money. Every meal you don't over-produce is food and emissions that never go to waste.

Food not wasted per site, per year

≈ 10 t

Emissions avoided per year

≈ 26 t

CO_2 equivalent (tCO_2e)



Let's run a four-week pilot, free of charge.

Success criteria for deciding on rollout: plate waste per person down 10% or more · lower production surplus · no rise in stock-outs or complaints

01 Problem | Where does the profit leak?

Money isn't lost when food is thrown away. It's lost when too much is made.

Most food-waste campaigns start at the tray-return counter: finish your plate, don't leave food. But by the time food reaches the waste bin, it has already been bought, washed, cooked and served. That money doesn't come back.



Production surplus

Food that was cooked but never served. Change the production plan and both ingredient and disposal costs fall.

Serving-line leftovers

Food left on the serving line. Cooking smaller batches near closing time cuts it down.

Plate waste

Food left on trays. Reducing it cuts disposal costs right away, and feeding the new portion standard into production lowers food cost too.

The economics of one meal

Meal price	KRW 5,000
Operating profit (3.6%)	KRW 180
Recoverable with DULDAM	KRW 129

02 Savings logic | What has to fall for money to stay?

Less plate waste cuts disposal costs. Making less cuts food costs.

The side dish left on a tray was already bought, washed and cooked. So when plate waste falls, the only money that comes back is the disposal fee. To save on ingredients, you have to buy less and cook less in the first place. Pouring less milk down the sink won't refund the milk you already bought.

① Reduce plate waste

What falls: food-waste disposal fees

KRW 69,696 / mo

387 kg less waste × KRW 180/kg disposal

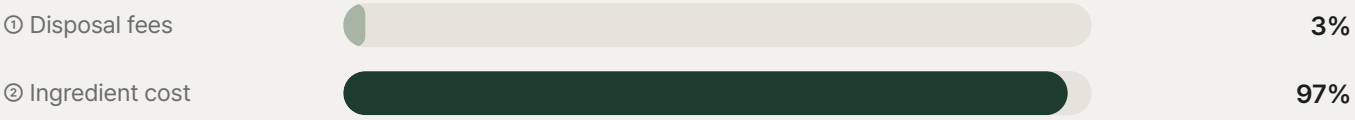
② Make less

What falls: ingredient cost

KRW 2,200,000 / mo

40 meals/day × 22 days × KRW 2,500 per portion

Where does the saving come from?



The number DULDAM leaves out

Divide the 387 kg drop in plate waste by a 520 g portion, multiply by the ingredient cost, and you get an impressive KRW 1.86 million a month. It looks convincing, but that is food already paid for, and it never comes back to the company. DULDAM does not count it as a saving.

Cut plate waste alone: KRW 70,000 a month. Make less: KRW 2.2 million.

That's why DULDAM puts its effort into measurement. Dietitians and site managers only change production when they have evidence to change it on.

03 Solution | What do we change?

Rice goes last.
One change in order reshapes the first plate.

When rice sits at the front of the counter, people fill up on it out of habit. Someone who takes side dishes and the main first only scoops as much rice as there is room left. Add one line, "Come back for more any time", and there's no reason to over-serve from the start. Reassure people instead of restricting them.



① Side dishes ② Main ③ Rice ④ Soup

STEP 01

Redesign the serving order

Keep the existing serving line and change only the order of the dishes. No construction, no equipment.

STEP 02

A positive refill message

Not "Please don't leave food" but "You can always have more." Diners keep their choice; only the first plate gets smaller.

STEP 03

Day-of-week production

We use the data to find days when headcount drops, like Fridays, and match the production plan to them. Most of the saving comes from here.

STEP 04

Stage-by-stage measurement report

We measure production, serving and return separately, and each week we hand you one thing to change next week, with the evidence behind it.

04 Product | How will you see it?

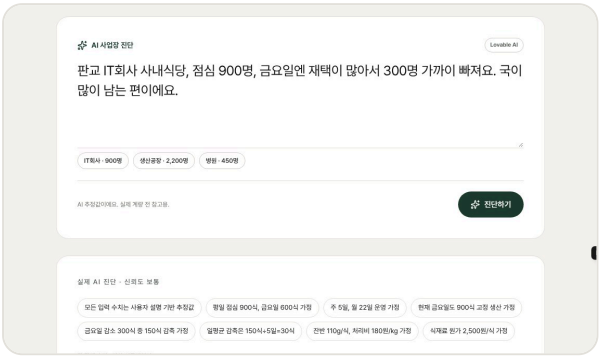
We show you the numbers and decide next week's move with you

During the pilot, the site manager can check every number on the web. These tools turn a production plan made on gut feeling into a decision with evidence behind it.



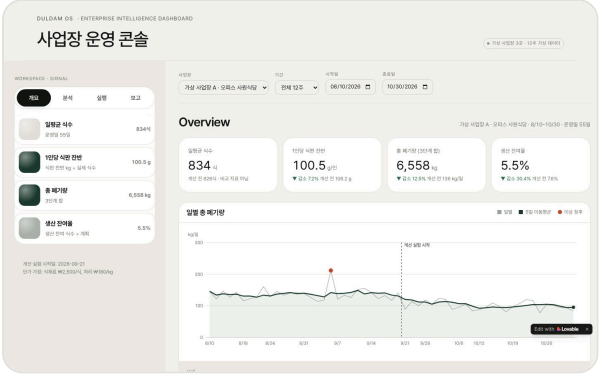
Simulator

Enter headcount, plate waste and unit costs, and it calculates disposal and ingredient costs separately. Common calculation mistakes are flagged and kept out of the total.



AI site diagnosis

"900 at lunch, and lots of people work from home on Fridays." Type one sentence like that and the AI estimates the inputs and runs the simulation. You see your own numbers in the very first meeting.



Operations dashboard

Waste by stage, anomalies against the same weekday, and next week's suggested change, all on one screen. Pilot progress and the before-and-after comparison live here too.

05 Benefits | What does the company gain?

Cost, compliance, contracts, risk. Four problems solved at once.



Cost

KRW 129 per meal. In a business with 3% margins, that's more than half the profit on a meal. At an 800-meal site, it adds up to KRW 2.27 million a month.



Compliance

Under Korean law, a cafeteria serving 100 or more people a day on average counts as a large food-waste generator. DULDAM's measurements can fill in the required log and the annual report.



Winning contracts

A caterer that puts waste-reduction data on the table before the client even asks about ESG. At renewals and new tenders, that difference is not small.



Zero risk

The four-week pilot is free. We built it so that if it doesn't work, you've lost nothing.

Save KRW 2.27 million a month, and you keep the same profit as KRW 63 million in extra sales.

06 Cost-benefit | What goes in, what comes out?

It costs nothing.
It leaves KRW 2.27 million a month.

The four-week pilot is free. No equipment, no construction, no extra staff. The company provides one site and roughly 26 minutes of on-site help a day. In return comes a cost saving that builds every month.

What goes in and what comes out (per month)



Pilot cost

KRW 0

KRW 0 in equipment · 0 extra staff

Even at half the effect

1.13M

KRW a month, conservative case

First-year total

27.24M

KRW, base case

Research abroad points the same way

Champions 12.3 analysed 86 catering sites in six countries. For every dollar spent on cutting food waste, sites saved more than six dollars in operating costs over three years on average. 64% recovered their investment within a year, and food waste fell 36% on average in the first year.

6 : 1

Saving per dollar invested

07 Sensitivity | What does the result depend on?

Everything depends on how many fewer meals you make each day

At the same site, the effect can vary more than tenfold with the size of the production adjustment. The figures below assume an 800-meal office cafeteria. During the pilot, we replace these assumptions with real measurements and recalculate.

Monthly effect by meals not made per day



Conservative case

KRW 1,134,848

With production adjustment and waste reduction both at half

Plate waste only, no production change

KRW 69,696

Why a campaign alone can't justify adoption

Assumption	Value	Basis
Meals per day · operating days	800 · 22	Assumed office cafeteria
Plate waste per person	110 g	Replaced with week-1 measurement
Plate-waste reduction	20%	Assumed effect of serving order and refill message
Production adjustment	40 meals/day	Assumes day-of-week demand forecasting
Adjustable cost per portion · disposal rate	KRW 2,500 · 180/kg	Replaced with the site's contract rates

08 Environment (ESG) | What does the planet gain?

A meal you never made is never wasted and never emitted

Food doesn't start emitting greenhouse gases when it's thrown away. It emits them all the way through, as it's grown, transported and cooked. According to the FAO, 1.3 billion tonnes of food are wasted worldwide every year, and producing that food released 3.3 billion tonnes of greenhouse gases. Making less is a cost saving and also carbon reduction at the very first stage.



Food not wasted per year

10.1 t

Per site

Emissions avoided per year

25.7 t

CO_2 equivalent (tCO_2e)

If 15 caterers each ran one site

386 t

Emissions avoided per year (tCO_2e)

Item	Month	Year	Calculation
Less plate waste	387 kg	4.6 t	800 meals × 22 days × 110 g × 20%
Food not made thanks to production changes	458 kg	5.5 t	40 meals × 22 days × 520 g
Total	**845 kg**	**10.1 t**	× 2.54 $kgCO_2e/kg$ = 25.7 tCO_2e a year

E · Environment

Waste generated and emissions avoided are logged in kilograms, site by site.

S · Social

"No rise in stock-outs or complaints" is a success criterion, so diners' meal quality is protected.

G · Governance

Raw measurements and before-and-after comparisons support the waste disclosures (GRI 306) in a sustainability report.

09 Regulation | Which obligations does it cover?

If you have to keep the log anyway, let's make it a log that pays

Under Korean law, a cafeteria that serves 100 or more people a day on average is classified as a large food-waste generator. It has to file a reduction plan, keep a management log and report its results every year. Most sites treat all of this purely as a cost. DULDAM uses the same data as evidence for cutting costs.



Obligation	Requirement	What DULDAM provides
Scope	Cafeterias serving 100+ people a day on average (excluding social-welfare facilities)	Checks eligibility from the site's headcount data
Filing	Reduction plan filed within 30 days of starting operations	A reduction plan based on measurements
Records	Log of waste generated, reduced and recycled, kept for two years	Daily, stage-by-stage kg records, organised automatically
Reporting	Annual report on generation and disposal, due by the end of February	A ready-made annual summary
Penalties	Fines under local ordinances (e.g. KRW 100,000–1,000,000 in Yeonsu-gu, Incheon)	Complete records with nothing missing

You can't avoid the regulation. But you can make that log earn money every month.

10 Pilot | What happens in four weeks?

One site, four weeks, on your existing serving line



Week	Stage	What we do	Output
WEEK 1	Baseline	Measure production, serving and return as things run today; record menus and headcount	Baseline report
WEEK 2	Serving redesign	Change the serving order, post the refill message, measure target dishes closely	Portion standard by dish
WEEK 3	Production adjustment	Feed day-of-week headcount forecasts into production; trial batch cooking	Day-of-week production guide
WEEK 4	Verification	Compare with the baseline; report observed, estimated and unconfirmed effects separately	Impact report

Measurements a day

22

2 measuring points, 6 dishes

Extra on-site work

≈ 26 min

Shared among several staff

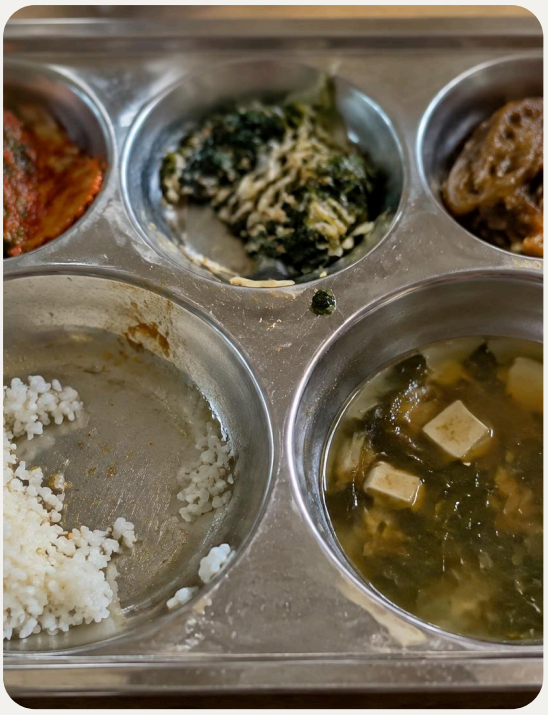
Data collected in 4 weeks

440

Records, over 20 operating days

We need only three things: one or two spots to weigh at the return counter, the daily menu and production count, and a 15-minute review once a week. If a dish runs out, it goes straight back to the original standard, and the final say on production and serving always rests with the dietitian and head chef.

A four-week pilot, free of charge



Pilot cost

Free

We prepare everything: measuring tools, record templates, serving-line signage, weekly reports and the final report. Before we start, we agree the success criteria below together, and after four weeks we use them to decide on rollout.

- Plate waste per person down 10% or more
- Lower production surplus
- No rise in stock-outs or complaints

Decisions after the pilot

STEP 1

Four-week pilot

One site, existing equipment

STEP 2

Review results

g per person, production surplus, on-site workload

STEP 3

Decide on rollout

Against the agreed success criteria

STEP 4

Roll out to all sites

Agree number of sites and integration scope

There's only one decision to make now

Pick one site for the pilot. We'll prepare the rest. The first visit, to choose where to weigh, takes 30 minutes.



DULDAM

Benjamin Franklin said a penny saved is a penny earned. In catering, it's worth far more than that. At a 3.6% margin, saving one won is the same as selling 28 won more.

Every day at noon, profit walks out through the tray return.

Four weeks is all it takes to close that door.

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https://duldam.lovable.app

Start with one site →