

DIGITAL COURSE WITH TRAINING MATERIALS
AND TOOLS FOR ADULT EDUCATORS

TOPIC 7

ASSIGNMENT

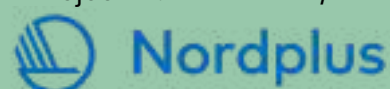
NO LEFTOVER SELLING

NORDIC & BALTIC CULINARY ARTS



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Optional Length: 90 MINUTES

Overview:

This session teaches participants how to develop sales strategies that promote no leftover concepts, focusing on consumer preferences and sustainability trends. Participants will engage in practical exercises to craft compelling sales pitches and role-play scenarios to refine their selling techniques. By the end of the session, they will have developed strategies that effectively highlight the benefits of no leftover practices, driving consumer interest and increasing demand for sustainable culinary options.

Agenda:

- Introduction to Selling Strategies for No Leftover Concepts (5 min)
- Understanding Consumer Preferences and Trends (5 min)
- Practical Session: Crafting Sales Pitches (30 min)
- Development of Sales Strategies for No Leftover Products (10 min)
- Group Activity: Role-Playing Sales Scenarios (15 min)
- Presentation and Feedback on Sales Pitches (15 min)
- Individual Feedback and Evaluation (5 min)
- Conclusion and Next Steps (5 min)

Learning outcome:

Participants will create sales strategies that highlight the economic and environmental benefits of no leftover practices, driving consumer interest and demand for sustainable culinary options.

STAGE: INTRODUCTION TO THE TOPIC (5 MIN)

LEARNING ACTIVITY / TASK:	RESOURCES:
Introduce no leftover sales techniques, focusing on minimizing waste at the point of sale.	Video or infographic on sustainable sales practices.

TOPIC 7
ASSIGNMENT

NO LEFTOVER MARKETING
NORDIC & BALTIC CULINARY ARTS

STAGE: UNDERSTANDING THE TOPIC (5 MIN)

LEARNING ACTIVITY / TASK:	RESOURCES:
Discuss the benefits of aligning sales strategies with no leftover principles.	Brochure and video, handouts on no leftover sales strategies.

STAGE: UNDERSTANDING THE TOPIC IN THEORY AND PRACTICE (30 MIN)

LEARNING ACTIVITY / TASK:	RESOURCES:
Role-play (and/or produce marketing materials) exercise where participants practice selling a no leftover product.	Role-play scenario, website templates, marketing design tools (for example, Canva)

STAGE: DEVELOPMENT OF THE TOPIC (10 MIN)

LEARNING ACTIVITY / TASK:	RESOURCES:
Research, analyse and brainstorm ways to enhance sales techniques for no leftover products.	Flipchart for notes, research database, video and brochure on no leftover techniques.

TOPIC 7
ASSIGNMENT

NO LEFTOVER SELLING
NORDIC & BALTIC CULINARY ARTS

STAGE: VALUE CREATION (15 MIN)

LEARNING ACTIVITY / TASK:	RESOURCES:
Develop a sales pitch for a no leftover product or service for a catering company.	Sales pitch templates, digital tools for designs, social media access.

STAGE: VALUE CREATION + TESTING THE LEARNING OUTCOME (15 MIN)

LEARNING ACTIVITY / TASK:	RESOURCES:
Implement the sales pitch in a simulated sales environment.	Sales tools and equipment.

STAGE: INDIVIDUAL FEEDBACK AND EVALUATION (5 MIN)

LEARNING ACTIVITY / TASK:	RESOURCES:
Provide feedback on the sales pitch and its effectiveness	Feedback forms or digital feedback tools.

STAGE: CONCLUSION (5 MIN)

LEARNING ACTIVITY / TASK:	RESOURCES:
Summarize the session and introduce the next topic.	Closing slide. You can use digital brochures, videos, own materials.



TOPIC 7
ASSIGNMENT

NO LEFTOVER SELLING
NORDIC & BALTIC CULINARY ARTS

QUESTIONS ON THE TOPIC:
NO LEFTOVER SELLING

1. How can Danish food retailers optimize their inventory to reduce food waste?
 2. What are some best practices for selling surplus food in Estonia to avoid leftovers?
 3. How can Icelandic markets implement strategies to sell perishable goods before they expire?
 4. What are the benefits of offering smaller portion sizes in Latvian restaurants to reduce leftovers?
 5. How can Lithuanian grocery stores encourage the purchase of products with a shorter shelf life?
 6. What are some effective ways to sell "ugly" or imperfect produce in Denmark to reduce waste?
 7. How can Estonian food vendors use pricing strategies to minimize leftover inventory?
 8. What role do food co-ops play in promoting no leftover selling practices in Iceland?
 9. How can Latvian food delivery services help reduce leftovers through portion control?
 10. How can Lithuanian farmers ensure that their produce is sold with minimal waste?
 11. How can Danish bakeries sell their products in ways that avoid end-of-day leftovers?
 12. What are the best practices for selling seasonal produce in Estonia to minimize waste?
 13. How can Icelandic restaurants sell leftovers creatively to reduce food waste?
 14. What are some successful case studies of Latvian businesses that have implemented no leftover selling practices?
 15. How can Lithuanian food sellers collaborate with local charities to avoid waste?
- Comment: these questions are provided in the set of session plans on the same topic.
- Recommendation: You can always change the details of the questions: countries, type, etc;



TOPIC 7 ASSIGNMENT

NO LEFTOVER SELLING

NORDIC & BALTIC CULINARY ARTS

RESOURCES ON THE TOPIC: NO LEFTOVER SELLING

Check other resources and references in the brochures on the NO LEFTOVER radiational and contemporary recipes.

Alipio Umitten IV. (n/d). Restaurant Food Waste: How to Reduce Food Waste In Restaurants. Available at <https://www.revolutionordering.com/blog/restaurant-food-waste>

Video: Apicbase. (2023). How To Manage Food Waste In Restaurants | Franco Prontera from Too Good To Go. Available at <https://www.youtube.com/watch?v=-sR74CqEvrQ>

Etakeaway Max. (n/d). Sustainable Restaurant Marketing Tactics for Eco-Conscious UK Restaurant Brands. Available at <https://etakeawaymax.co.uk/sustainable-restaurant-marketing/>

Iriyadi, Setiawan, B., Puspitasari, R. (2023). Consumer intentions to reduce food waste in all-you-can-eat restaurants based on personal norm activation. Available at

<https://www.sciencedirect.com/science/article/pii/S2405844023006060>

Lee, D. (2024). Application of marketing to reduce consumer food waste in restaurants. European Journal of Marketing. ISSN: 0309-0566 Available at <https://www.emerald.com/insight/content/doi/10.1108/EJM-06-2023-0447/full/html?skipTracking=true>

MarketMan. (n/d). The Comprehensive Guide to Zero Waste Restaurants Available at <https://www.marketman.com/blog/guide-to-zero-waste-restaurants>

National Restaurant Association. (2022). App helps operators sell surplus food, reduce waste. Available at <https://restaurant.org/education-and-resources/resource-library/new-app-helps-restaurateurs-sell-surplus-food-reduce-waste/>

APPLICATION: Too Good To Go: End Food Waste. Available at https://play.google.com/store/apps/details?id=com.app.tgtg&hl=en_US&pli=1

Video: News 12. (2022). What happens to leftover food at restaurants? Here's the app that will help you and them save. Available at <https://www.youtube.com/watch?v=KY5CnGCYKA8>

Check other resources and references in the brochures on the NO LEFTOVER radiational and contemporary recipes.