

December 26, 2019

Prince Hotels
to display POP signs and posters in buffet restaurants nationwide to
prevent food waste

Prince Hotels, Inc. (Headquarters: 1-16-15 Minami-Ikebukuro, Toshima-ku, Tokyo; President: Masahiko Koyama) formulated an Action Plan for the Reduction of Food Waste in May 2019 and has been pursuing initiatives to address the global issue of food waste. As the first stage of the Action Plan, the company conducted a survey to guests on methods to reduce food waste at the buffet restaurant of Karuizawa Prince Hotel. After verifying the survey outcomes and considering actions, it was decided to act on reducing food waste by placing POP signs on the buffet tables and awareness-raising posters at the entrances of the buffet restaurants operated by Prince Hotels starting from December 27, 2019. Another initiative that Prince Hotels will pursue to further reduce food waste will be the development of a model for the projection of supply and demand.



Awareness-raising POP sign (concept)

[Action Plan for the Reduction of Food Waste]

In May 2019, Prince Hotels formulated an Action Plan for the Reduction of Food Waste as a means of addressing the global issue of food waste as one of Japan's largest hotel chains. This Action Plan is designed to be implemented in stages, namely "investigation," "verification," "development of supply-demand projection model," and "operation" from May 2019, to engage in the reduction of food waste.

Action Plan for the Reduction of Food Waste formulated in May 2019

1. Investigation

- Quantitative investigation of the volumes of food provided, actually consumed, and wasted at buffet restaurants
- Questionnaire survey to guests

2. Verification

- Production of flow of food ingredients, from procurement to preparation and on to provision, based on the outcomes of those investigations

3. Development of supply-demand projection model

- Development of a model for the projection of supply and demand, taking into account the investigation outcomes, facility attributes, and external environment

4. Provision of food based on projection model

[Development of supply-demand projection model]

As the next step in our efforts to reduce food waste, Prince Hotels will embark on the development of a model for the projection of supply and demand. The company has concluded a services agreement with Mizuho Information & Research Institute, Inc. With the cooperation of Mizuho Information & Research Institute, waste disposal criteria and waste reduction target figures for each of Prince Hotels' facilities will be established by March 2020 and initiatives will be put in place to reach those targets.

[Seibu Group Sustainability Actions]

Based on its Group Vision, which expresses the Group management philosophy, the Seibu Group is actively pursuing initiatives, known as "Sustainability Actions," to make society more sustainable. In particular, it has formulated and is putting into action the Seibu Group Environmental Policy.

As a core company in the Seibu Group, Prince Hotels has implemented a range of environmental initiatives, such as a power generation project using natural energies, environmental conservation activities in conjunction with local governments, discontinuing the use of single-use plastic straws, and discontinuing the use of single-use plastic bags at its golf courses. In addition to these actions, as one of Japan's largest hotel chains, the company will now engage in initiatives that aim to reduce food waste.

Prince Hotels will continue to pursue initiatives for the reduction of its environmental footprint and for the conservation of the environment, based on the Group Vision, Sustainability Actions, and the Seibu Group Environmental Policy.