
cra'ster
SUSTAINABILITY,
DURABILITY,
LONGEVITY.



At Craster, we value quality, longevity and craftsmanship.

Every design from Craster is intended for rigorous, resilient use.

We believe that designing products to last the rigors of the hospitality industry can have a big impact on both the environment and your operations.

We are actively helping customers and consumers reduce CO2 emissions and achieve relevant accreditations through innovative designs that deliver exceptional guest experiences and offer intelligent solutions to the most wasteful elements of hospitality service.

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OUR SUSTAINABLE DESIGN PHILOSOPHY

Longevity is a core part of our design philosophy.

Our history in high-quality, sustainable hardwoods, carefully selected to withstand the rigours of operational use, now informs our growing material portfolio.

Our ambition that our products stand the test of time and replace single-use alternatives forms our commitment to use materials responsibly. Our method of creating products that transcend normal wear and tear in natural materials passes on the green origin of our products for lifetimes.

“As a manufacturer, longevity is a powerful way to reduce our impact on the environment. We achieve this in a number of ways. We are uncompromising in the quality of materials we employ. We will always strive to eliminate the extraneous. And we care about build quality and detail. Many of our products are still working hard in relentless hospitality environments 15 years after being introduced into service.”

Alex Craster , founder



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FOOD & BEVERAGE

Engineered with robust, quality materials from sustainable sources, our food and beverage products are carefully crafted to support customers in their efforts to phase out single use items.

Our covered and replenishable modular systems offer alternatives to industrial plastics.

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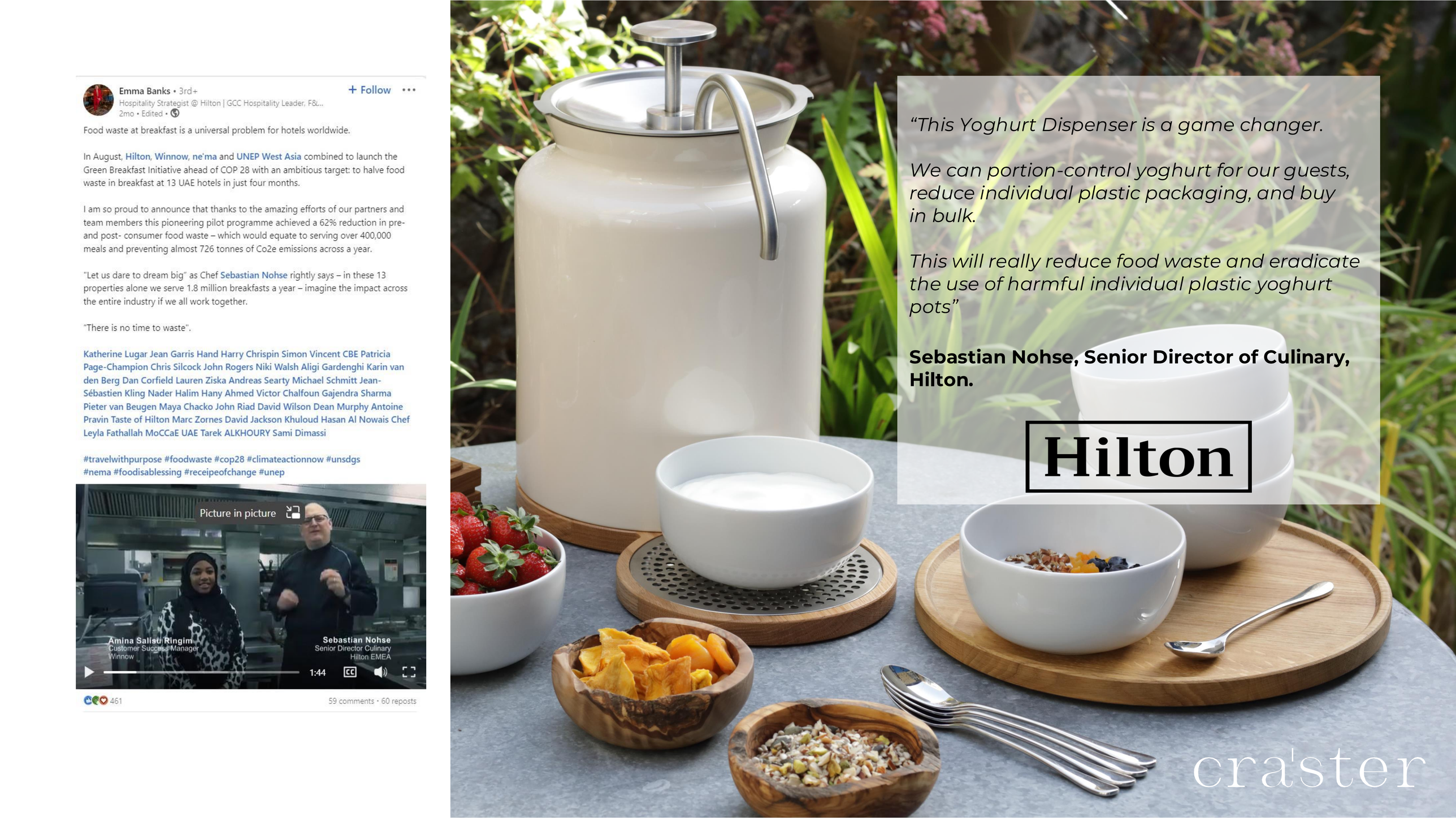
Emma Banks • 3rd+
Hospitality Strategist @ Hilton | GCC Hospitality Leader, F&...
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Food waste at breakfast is a universal problem for hotels worldwide.
In August, Hilton, Winnow, ne'ma and UNEP West Asia combined to launch the Green Breakfast Initiative ahead of COP 28 with an ambitious target: to halve food waste in breakfast at 13 UAE hotels in just four months.
I am so proud to announce that thanks to the amazing efforts of our partners and team members this pioneering pilot programme achieved a 62% reduction in pre- and post- consumer food waste – which would equate to serving over 400,000 meals and preventing almost 726 tonnes of Co2e emissions across a year.
"Let us dare to dream big" as Chef Sebastian Nohse rightly says – in these 13 properties alone we serve 1.8 million breakfasts a year – imagine the impact across the entire industry if we all work together.
"There is no time to waste".
Katherine Lugar Jean Garris Hand Harry Chrispin Simon Vincent CBE Patricia Page-Champion Chris Silcock John Rogers Niki Walsh Aligi Gardenghi Karin van den Berg Dan Corfield Lauren Ziska Andreas Searty Michael Schmitt Jean-Sébastien Kling Nader Halim Hany Ahmed Victor Chalfoun Gajendra Sharma Pieter van Beugen Maya Chacko John Riad David Wilson Dean Murphy Antoine Pravin Taste of Hilton Marc Zornes David Jackson Khuloud Hasan Al Nowais Chef Leyla Fathallah MoCCaE UAE Tarek ALKHOURY Sami Dimassi
#travelwithpurpose #foodwaste #cop28 #climateactionnow #unsdgs #nema #foodisablessing #receipeofchange #unep
Picture in picture
Amina Salisu Ringim
Customer Success Manager
Winnow
Sebastian Nohse
Senior Director Culinary
Hilton EMEA
1:44
461
59 comments · 60 reposts
"This Yoghurt Dispenser is a game changer.
We can portion-control yoghurt for our guests, reduce individual plastic packaging, and buy in bulk.
This will really reduce food waste and eradicate the use of harmful individual plastic yoghurt pots"
Sebastian Nohse, Senior Director of Culinary, Hilton.
Hilton
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“Now Craster has the technology in place with Cold Cell cooling units we (Citizen M) can standardize GN1.2 and new GN1.1 hotel breakfast set ups.

Craster has developed this cooling unit so it now maintains the temperature between 0-2 degrees which is required by US food safety laws.

As these Craster units do not require electricity or power to cool and can maintain this temperature for a 4-hour service, this provides a sustainable way to deliver chilled foods to our guests.

We are all Citizens of the world”

Hana Arakawa, F&B, Citizen M



CONFERENCE AND EVENTS

Our conference and events table ranges are designed to sustain rigorous use without coverage.

The residential aesthetic of our environmentally-conscious tabletops enables clients to save thousands of litres of water annually on linen cleaning.

“Since we launched our Line Conference Tables, a linen-less meeting room table with a residential design aesthetic, I have heard from so many clients how grateful they are to be able to move to a table solution that does not use linen. By removing the laundering of linen from their operation they remove a significant management issue as well as a large cost. Recently a client in the B&I space in Canary Wharf told us that they are saving £2k/month by using our tables. In addition to the cost saving benefits, the client was very excited to have a more sustainable table option as their corporate teams have been focusing on sustainable solutions for their global brand.”

Amy Myers , COO



ECOVADIS RATING

At Craster, we use EcoVadis, a global leader in business sustainability assessments, to rate our performance, identify risks and to understand where we can improve and make a bigger impact across the world.

Ecovadis assessments are based on an internationally recognised methodology that evaluates companies through Policies, Actions, and Results. For Craster, they based their assessments on four key sustainability themes: Environment, Labour & Human Rights, Ethics, and Sustainable Procurement. Within these themes, EcoVadis assesses a set of criteria that are tailored to the company's industry, size, and geographic footprint. Each theme is weighted according to its relevance to the assessed company, and the final score is expressed as a result out of 100, reflecting the overall maturity of sustainability management systems rather than isolated initiatives.

In our latest rating, which was completed on 31/10/2025, Craster earned a Bronze Medal, achieving a score of 63/100 , which places Craster in the top 35% globally.



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As an environmentally responsible company aiming to minimise our carbon footprint, we commit to:

- Sourcing materials from sustainable sources
- Minimising packaging and the environmental impact of packaging
- Minimising landfill & reduce wastage
- Reducing energy usage whenever possible
- Minimising product miles and the impact of transport