

SUSTAINABILITY | LOGOS + MESSAGING

PRIMARY LOGO:

with quick visual storytelling. you do not always need additional supporting messaging when displaying this logo variation



PRIMARY GRAPHIC:

best used with longer or more specific storytelling messaging opportunities. this graphic is tied to the three guiding principals, which each have a story



LEVY CC LOGO:

use where permitted to display messaging about your property, or Levy's Convention Centers overarching sustainability purpose, commitments, goals and current initiatives



MESSAGING

sustainability practice logos

primary logo



The Sustainability Practice Logo creates visual recognition for the sustainability initiatives being followed in our Convention Center environments, to support storytelling and messaging

The logo should be used and displayed whenever a food and beverage related sustainability initiative is being practiced, to help tell the story behind the particular action

messaging to support primary logo

SUSTAINABILITY PRACTICE

Our purpose is to create positive change in the food system through meaningful experiences that promote wellbeing for people and the planet.

We continue to be better and do better every day for our clients, guests and partners. We leverage our scale and expertise to inspire change, and together we are creating a more renewable future for all, with use of smart sustainability practices in our daily food service operations.

primary graphic



Logo graphic has been created to represent a variation of the recycling icon, using leaves instead of arrows

Each leaf represents a different Sustainability Practice Guiding Principal

The leaf graphic can be seen throughout all logo variations, as a common icon

Logo graphic should be used when telling sustainability stories directly related to the individual specific Guiding Principals

overarching guiding principals messaging

GUIDING PRINCIPALS

Our food choices can greatly impact our planet. At Levy, we are targeting key areas where we can create a significant impact on the environment, while also benefiting our clients and guests.

From food waste, reusables to sustainable purchasing, plant-forward, and supporting local, we have created sustainability practices that speaks to all of our environmental initiatives.

COMMUNITY
CIRCULARITY
WASTE SAVVINESS

MESSAGING

levy convention centers logo

levy convention centers sustainability logo



This Levy Convention Centers logo variation should be used when a sustainability story is being told, specific to Levy Convention Centers

Example Application

Client sales collateral: to aid in sustainability messaging when prospecting booking clients

Logo may be used in situations where it is appropriate and acceptable to highlight Levy Convention Centers specifically. Many properties have restrictions in place with using the Levy Convention Centers logo on marketing materials, such as properties that use a hospitality brand

messaging to support levy convention centers sustainability logo

OUR FOOD MATTERS

Our Food Matters is more than a statement. It is our philosophy that food, when approached thoughtfully, can be a catalyst for change.

In 2020, we started on the Our Food Matters journey with a newfound appreciation of just how precious food is to our communities and climate. Food can be regenerative to our world by restoring & drawing down the carbon from greenhouse gasses into the soil. This practice creates a more prosperous, biodiverse, living soil that will deliver better flavored and nutrient-dense foods for our customers to enjoy.

As a company of Chefs, Levy and Compass Group USA is on the frontline of change in the food system. We have built relationships and continue to partner with organizations that provide us with the knowledge and tools that we need to make a difference for our clients, our people, and our planet.

For us, fighting climate change is as easy as making delicious food for our clients and guests. We are rebuilding recipes, literally from the ground up, with the most regenerative ingredients that are also readily available to our Chefs. With these reengineered recipes, we are able to utilize our scale to both expand our biodiversity and drive restorative change within the system.

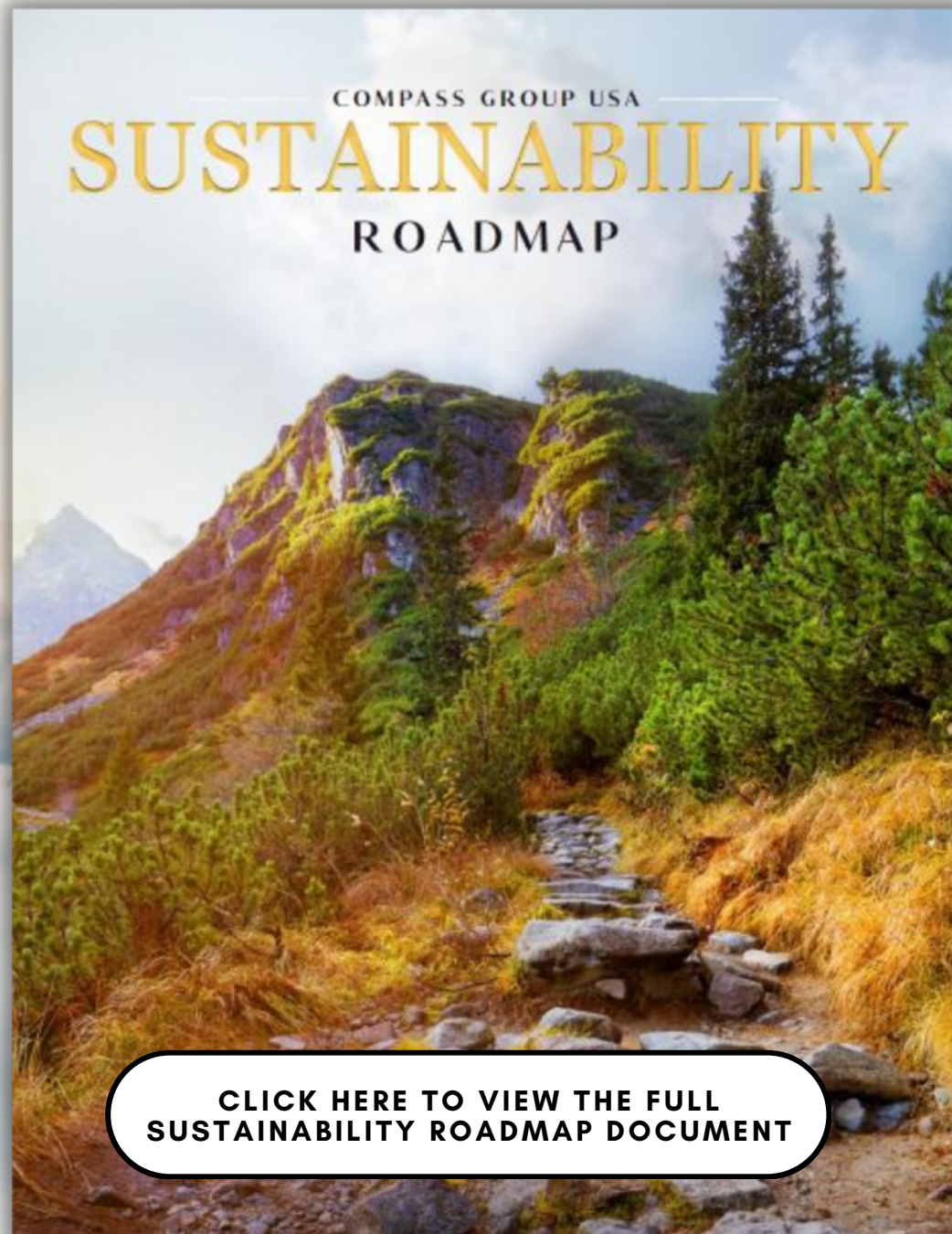
"Planting for the mind, body and soul"

use these hashtags with your social media posts!

#stopfoodwasteday
#planetpromise

SUSTAINABILITY | LOGOS + MESSAGING

MOST OF THE MESSAGING COMES FROM COMPASS GROUP'S SUSTAINABILITY ROADMAP



MESSAGING

guiding principals

secondary graphic



"We prioritize ingredients from local and diverse artisans"

COMMUNITY

Sustainable Sourcing

We are committed to serving food that will not only nourish our guests but will create change for a healthier planet. Levy, a sector of Compass Group, is proud to be a company that takes the lead on responsible sourcing practices. We were the first foodservice company to commit to purchasing sustainably caught tuna and cage-free eggs and other companies quickly followed our lead.

We prioritize our ingredients from local (less than a day's drive) sources as a first choice, to support small and mid-sized American family farms. We also align our client's goals around hyper-local with both hydroponic and in-ground gardens. Our goal is to ensure that a minimum of 25% of our purchases are from local sources by 2025.

Fair trade and other eco certified coffee is readily available in our supply chain. Including Change Please Coffee, an organization where 100% of their profits goes towards training and employing people experiencing homelessness as baristas, while supporting them with vital services.

We have also taken a leadership role within the foodservice industry regarding farm animal welfare, and have a robust Animal Welfare Policy.

Additionally, we serve wild caught and aquaculture seafood that aligns with the Monterey Bay Aquarium's Seafood Watch Program.

We Support...

Regenerative Farming Practices
Plant Based Meat Alternatives
The Efforts of farmers and laborers and small and diverse suppliers
Decreasing Deforestation

secondary graphic



CIRCULARITY

"We strive to create a circular economy"

Reducing Single Use Plastics

We are committed to doing our part to reduce single-use plastics across the business. Levy's parent company, Compass Group, was the first foodservice company to eliminate plastic straws. We provide alternative packaging solutions and marking materials that help educate guests to make the right decisions.

We also encourage our client to prioritize reusables whenever possible and help them find products that best fit their needs. To-go items are often necessary; therefore, we partner with the industry's most recognized manufacturers to deliver a comprehensive disposables portfolio that includes earth-friendly, sustainable items.

In addition, our leadership is constantly evaluating the supply chain and looking for new and better solutions to eliminate single-use plastics and help the industry choose better food packaging.

Better Bottled Water

We are dedicated to moving away from single use bottled water in our facilities. Many alternative solutions can be seen spanning across Levy's Convention Center properties. Including using technologies such as Boomerang's state-of-the-art filtration and bottling system, to provide our guests, clients, employees and partners with premium filtered water in convenient and returnable bottles.

Single Use Materials Decelerator Collaboration

We are a proud member of the Single Use Materials Decelerator (SUM'D), a collaboration of leading foodservice companies, environmental NGO's and technical experts who have created an online scorecard that measures commonly used food ware and food packaging materials and scores them based on key sustainability attributes.

MESSAGING

guiding principals

secondary graphic



WASTE SAVVINESS

"We are leading the fight against food waste"

Reducing Food Waste

Levy's parent company, Compass Group, has been at the forefront of food waste reduction since 2015. We are members of the United States Food Loss and Waste 2030 Champions and are supporters of the U.S. Food Loss and Waste Action Plan. Our strategy focuses on prevention, reducing waste at the source, and recovery to divert surplus food. Our goal is to reduce food waste by 50% by 2030.

Becoming A Food Waste Champion

Levy's Convention Center Division has made a commitment to having all of their management employees obtain certification with a course called "Becoming A Food Waste Champion".

One third of all the food produced in the world is wasted. As the largest food service corporation in the world, we also know that reducing food waste is an important part of running our operations. Our challenge is to stop wasting this precious resource; to rethink our menus, be inventive, and re-purpose ingredients we've grown accustomed to wasting. Doing so, will help strengthen our sustainability platform, reduce food costs, and it's simply the right thing to do for our planet and for the next generations.

Waste Not 2.0

Another program that Levy's Convention Center Division has implemented in order to support food waste initiatives is Waste Not 2.0.

Built by Chefs for Chefs, Waste Not 2.0 is our proprietary, waste-tracking program, designed to change behavior with real-time tracking and reporting. Waste Not 2.0's creates a positive impact by focusing on avoidable waste-reduction opportunities that go beyond trim, bones, cores, and peels.

Carbon Impact

We are committed to reaching net-zero greenhouse gas (GHG) emissions by 2050 and be carbon neutral on scope 1 and 2 GHG emissions by 2030. Our goals align with the science-based target criteria outlined by the Paris Climate Agreement, which seeks to prevent global warming by past 1.5 Celsius. We will work to achieve these targets through a variety of ways such as:

- redesigning our menus
- promoting plant-forward way of eating
- combatting food waste
- and electrifying our fleet

In order to meet these commitments, it is also imperative that we engage with our supplier partners on this journey. There is no company better situated than us to make a difference. Our reach means that when we work with colleagues, clients, consumers and suppliers, together we can make tangible steps to create a sustainable future for all.

Our Company Food Waste Programs

Waste not 2.0
Stop Food Waste Day
Imperfectly Delicious Produce
Becoming a Food Waste Champion
Partnerships with Local Food Banks