

MAGIC CRISTAL PARK HOTEL

Located in the heart of Benidorm, Magic Cristal Park Hotel is redefining modern hospitality. Recognizing that guest comfort must now go hand-in-hand with environmental stewardship, the hotel has moved beyond traditional service to embrace a commitment to the planet.



A DATA-DRIVEN CULINARY REVOLUTION

By embedding FIT's advanced technology into their daily operations, the kitchen team replaced culinary guesswork with actionable insights. This initiative proved that sustainability is not a constraint but a catalyst for operational excellence, fostering a kitchen culture where every ingredient is valued. Today, the team operates with a shared mission: to maximize kitchen efficiency while ensuring that the high standards of their "All Inclusive" offering remain uncompromised, effectively turning waste data into a blueprint for innovation.

The Results



**Savings
Equivalent**

€435,876



**Average Food Waste
Reduction**

-36%



**Meals Equivalent
Saved**

230K



**Carbon
Reduction**

288 Tonnes



"Thanks to the Lightblue FIT solution and consulting guidance, we cut food waste by 31%, saved \$182,300, and avoided 120,570 kg of CO₂ emissions—all in just one year. It's changed how we operate and left a lasting impact on our team and the Benidorm culinary community."

**Francisco Javier
Garcia Cuenca**

Vice President, Magic Cristal Park





QUANTIFIABLE SUCCESS: THE POWER OF PRECISION

Between October 2023 and January 2026, the hotel achieved a staggering level of measurable success that sets a new benchmark for the sector:

- 36% average reduction in food waste from the initial 2023 baseline.
- €435,876 in total savings, directly boosting the bottom line through optimized resource management.
- 230,622 meals saved, redirected from the bin back into productive value.
- 288 tonnes of CO2 prevented, significantly lowering the property's carbon footprint.

Engineering Efficiency: From 139g to 89g

The core of this transformation lies in the drastic reduction of waste per cover. In 2023, the baseline was recorded at 139g of waste per cover. Through the rigorous application of FIT technology and workflow adjustments, this figure plummeted to 88g in 2024 and was successfully maintained at 89g through 2025. This consistency highlights a permanent shift in kitchen efficiency rather than a temporary trend, demonstrating that once high-waste habits are identified, they can be systematically eliminated.

Mindset Shift: The "Zero-Waste" Professional

The program transformed waste tracking from a back-of-house chore into a point of professional pride. Chefs and staff adopted a "zero-waste mindset," viewing daily audits as opportunities for collective learning rather than policing. This cultural evolution ensured that the 36% reduction was sustained over two years, as employees at all levels began to align their culinary creativity with the hotel's overarching sustainability goals, fostering a more engaged and purposeful workforce.

A Blueprint for Sustained Impact

By proving that a massive reduction in food waste is possible without sacrificing guest satisfaction, the hotel has established itself as a leader in the circular economy. This journey highlights a future where data-led precision and environmental responsibility are the hallmarks of successful hotel management.

About Lightblue

Lightblue is a UN-awarded Food Waste prevention tech and consultancy firm reconciling sustainability with business performance. Since 2012, we have developed unique skills, technologies and methodologies to minimize food waste and boost profitability of food service operations.

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We ran over 500+ projects for International Hotel Groups (Marriott, Hyatt, Accor), Government Agencies, Development Agencies, Business and Culinary Schools (Polytechnic Singapore, ESCP Europe, Ferrandi) and restaurant groups in 30+ countries