

Press Contact

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**MEDIA RELEASE**

A-ROSA uses AI to reduce food waste

Waste analysis system delivers automatic and transparent insights

Rostock, 29 September 2025 – A-ROSA is setting new standards in sustainable resource management by introducing smart waste analysis systems on three ships across two cruise regions. This innovative technology automatically measures and analyses food waste, providing full transparency. Early results show the initiative is already helping to reduce food waste on board.

Food waste carries serious consequences: it squanders vital resources such as energy, land, and water, while its production generates substantial greenhouse gas emissions that harm the climate. It also worsens social inequalities, as overproduction and wastefulness limit access to food in many parts of the world.

To address these challenges, A-ROSA is embracing innovative solutions as part of its comprehensive sustainability strategy. The introduction of AI-assisted scales aims to protect the environment and reduce food waste. By providing detailed data analysis, the system not only optimises purchasing and menu planning but also supports targeted crew training and streamlines internal processes. At the same time, it raises awareness among both crew and guests about the importance of handling food responsibly.

“With the AI-assisted scales, we now have an effective tool to help us reduce food waste. Our priority is to ensure guests can enjoy a relaxed holiday and that we take responsibility for the environment and resources at the same time. The initial results confirm we are heading in the right direction,” explains Tobias Rüdiger, Corporate Chef at A-ROSA.

With this innovation, A-ROSA takes another decisive step toward embedding sustainable practices into everyday life on board.

Captions

Tobias_Ruediger_c_A-ROSA.jpg

Tobias Rüdiger, Corporate Chef at A-ROSA. Photo: A-ROSA Flussschiff GmbH

Chef_c_A-ROSA.jpg

Responsible handling of food is part of the daily routine of an A-ROSA chef on board. Photo: A-ROSA Flussschiff GmbH

About A-ROSA

A-ROSA is the creator of cruises with a difference that take in cities, towns and countryside along Europe’s most beautiful rivers: Danube, Douro, Rhine/Main/Moselle, Rhône/Saône and Seine. The current fleet is made up of 15 ships, all of which combine the amenities of a hotel with the benefits of a cruise. On board, Premium All-Inclusive fare guests can enjoy varied buffets, a choice of high-quality drinks and access to the SPA-ROSA, which features a sauna, massage room and gym. The ships dock in central locations, close to the heart of European metropolises, renowned historical sites and famous cultural and natural attractions – providing unforgettable experiences. To ensure that the cruise is a hit with the whole family, there are generously sized cabins, a Kids Club and heated outdoor pools, as well as a programme to suit every guest’s needs. The company’s flagship is the innovative E-Motion Ship A-ROSA SENA with a hybrid propulsion system and battery storage. A-ROSA Flussschiff GmbH is headquartered in Rostock/Germany and has sales offices in the UK and Australia.