The Positive Environmental and Financial Benefits to a Sustainable Bottled Water Program
Why Hoteliers are implementing Sustainable Bottled Water Programs as an on-site alternative to traditional bottled water

TO REDUCE:

• Properties carbon footprint by eliminating the need to order water that has been shipped across the state, country or around the planet each and every day.

• Or eliminate all packaging waste associated with traditional bottled water programs

• The amount of plastic bottles that get buried in the ground every year despite recycling efforts

• Your refrigerated storage requirements by pouring chilled filtered water on demand

• Or remove the need to spend time and money related to ordering, receiving, unpacking and stocking refrigerators

• The costs associated with recycling or disposal programs

• Properties annual bottled water cost by 30% or more
Sustainable Bottled Water Program Benefits:

- Increased revenue by pouring water on-site and on-demand
- Added health and wellness benefit to staff
- Demonstrates your property’s commitment to being environmentally responsible
- Offers a more professional and elegant presentation of water services at your property
- You have an unlimited on-site supply of chilled, filtered water. Never run out of water as you prepare for busy events or last minute guest number increases

Pricing flexibility & Value offerings:

- Per person charge: $1, $2, $3+
- Per table charge: $4, $6 $8+
- Per bottle charge: $4, $5 $6+
- Offer as an amenity

ADDITIONAL BENEFITS
Sustainable WATER
SYSTEMS

- Allows a facility to bottle their own still and sparkling water
- Environmentally responsible option to traditional bottled water
- Systems are installed on-site and tied into the facilities main water line
- Water flows through the bottling system where advanced micron-filtration removes impurities; i.e. chlorine, odor, dissolved solids
- System chills and dispenses water on demand
- Systems can offer both still and sparkling waters options for bottling
- Bottling systems come in a variety of sizes and dispensing capacities
Source the proper equipment to fit your venues needs:

- **Self-Serve dispensers**
  - High performance dispenser that free up your counter space
  - Provides chilled still, sparkling and boiling hot water
  - Create Italian Sodas and eliminate high calorie, sugary sodas
  - cost effective for smaller venues and pantries

- **Bottling Systems Options:**
  1. Floor models: designed for high volume accounts. Can handle multiple venues at one property
  2. Countertop models: compact solution for individual venues
  3. Under counter to dual tap models:

- **The biggest differentiator between systems:**
  1. Sparkling water: Most systems provide poor quality carbonation
  2. Chilling Capacity per hour: Make sure chilling capacity is sufficient

- **Find a vendor that:**
  - Manufacturers their own water systems
  - Provides toll-free, no cost support for troubleshooting service issues
  - Provides a 1 year parts and labor warrantee for purchased systems
  - Provides All-Inclusive scheduled and reactive service for leased programs
Reusable Glass

Bottle Considerations

Important considerations when purchasing reusable glass bottles

Not all glass bottles are created equal

Look for:

- Durable, commercial grade glass bottles
  - Will last longer and present better

- Air tight bottle with food grade seal
  - Ensures a quality sparkling water
  - Keeps water fresh
  - Allows you to pre-shift for high demand venues

- Quality Printing
  - Must be kiln baked at over 1000 degrees
  - Look for a company that provides a lifetime guarantee on printing

- Bottle Presentation
  - Quality and presentation of bottle is vital if you are considering monetizing your sustainable bottled water program
Labor Considerations

When comparing labor costs between traditional pre-bottled water and a Sustainable Bottled Water Program it is important to include labor related expenses.

<table>
<thead>
<tr>
<th>Traditional Bottled Water Programs</th>
<th>Sustainable Bottled Water Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ordering bottled water</td>
<td>1. Pre-shift (filling bottles in advance) or pouring on-demand (10 – 15 seconds per bottle)</td>
</tr>
<tr>
<td>2. Tracking</td>
<td>2. Serving</td>
</tr>
<tr>
<td>3. Receiving</td>
<td>3. Store bottles to await washing</td>
</tr>
<tr>
<td>4. Storing</td>
<td>4. Wash Bottles</td>
</tr>
<tr>
<td>5. Serving</td>
<td></td>
</tr>
<tr>
<td>6. Disposing/Recycling</td>
<td></td>
</tr>
</tbody>
</table>
Sustainable WATER BOTTLING

Programs

Purchase Program

*A La Carte:*

- Water bottling systems are drop shipped to property
- You are responsible for:
  - Installation of systems
  - Troubleshooting service issues
  - Sourcing glass bottles
  - Finding local service providers
- Add-on costs:
  - Re-useable glass bottles
  - Installation of systems
  - Filter replacements
  - Service calls
  - Parts and labor

All-Inclusive Lease Program

*Includes:*

- On-site water bottling systems
- Re-useable glass bottle packages*
- Staff training and education
- Programs tailored to your venue(s)
- Installation of bottling systems
- Unlimited service calls from local service provider
- Scheduled filter replacements
- Scheduled maintenance
- Dedicated 24/7 telephone support with guaranteed 24 hour response time

* Custom branded bottle options
Case Study #1:

The Boston Harbor Hotel
In-Room Dining Program

Current Daily Bottled Water Profile:

1. **In-Room Dining**: Providing an average of **27.4** bottles per day at a cost of **$1.09** per bottle.
2. Currently provide Fiji (1 liter) and Acqua Panna (750 ml) as amenity for In Room Dining
3. Providing an average of **27.4** bottles per day at a cost of **$1.09** per bottle. Program cost per day = **$29.87**
4. **10,000 bottles annually** to landfills/oceans

Goals:

1. Reduce annual cost to provide trucked-in, pre-bottled waters, as amenity for guests
2. Minimize or Eliminate all, one-time use vessels
3. Demonstrate that Sustainable Water Program will pay for itself.
4. Then pour every bottle of water for Meritage Restaurant at a net zero cost, resulting in 100% retail profit

System Recommendation:

1. Installing (1) Mini Bottling System
2. Program cost per day = **$10.71**

Savings:

Annual Savings: **$6,993.40**
Program Saving Percentage: **64.0 %**
Bottles Saved from landfills/Oceans: **10,000+**
Case Study #2:

The Fairmont Copley Plaza
*Break-out Meetings Program*

**System Recommendation:**
1. Installing (1) Main Bottling System.
2. Program cost per day = $14.28
3. Additional bottles for program = $2.30 ($840 yr)

**Savings:**

Annual Savings: $28,948.15
Program Saving Percentage: 82.7%
Bottles Saved from landfills/Oceans: 43,070+

**Current Daily Bottled Water Profile**

1. **Break-out meetings:** Providing an average of 118.3 bottles per day at a cost of $0.81 per bottle.
2. Program cost per day = $95.89

**Goals:**

1. Reduce bottled water costs by looking to a sustainable alternative
2. Provide an elegant alternative to traditional bottled water
3. Reduce the amount of one-time use vessels that end up in landfills/oceans
Thank You!

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