



The Positive Environmental and Financial Benefits to a Sustainable Bottled Water Program

ENVIRONMENTAL BENEFITS

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**



VS



ADDITIONAL BENEFITS



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

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

Self Serve and Water Bottling

SYSTEMS

Important considerations when leasing or purchasing water systems

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

Traditional Bottled Water Programs

1. Ordering bottled water
2. Tracking
3. Receiving
4. Storing
5. Serving
6. Disposing/Recycling

Sustainable Bottled Water Programs

1. Pre-shift (filling bottles in advance) or pouring on-demand (10 – 15 seconds per bottle)
2. Serving
3. Store bottles to await washing
4. Wash Bottles



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

VS

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*

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

System Recommendation:

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



Savings:

Annual Savings: **\$28,948.15**

Program Saving Percentage: **82.7 %**

Bottles Saved from landfills/Oceans: **43,070+**

Thank You!



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