

EAU de VIE CASE STUDY

EAUdeVIE[®]
fresh filtered still & sparkling water systems

FRESH
FILTERED
WATER ON TAP.
CHILLED.
STILL AND
SPARKLING.



“What Eau de Vie delivers is a sustainable alternative to branded bottled water, with good product presentation, clarity and no after-taste.”



Stephen Mouser at Bread Street Kitchen, believes Eau de Vie fits perfectly with the restaurant's ethos.

Sustainable alternative to bottled mineral water at Bread Street Kitchen

Bread Street Kitchen, Gordon Ramsay's 'relaxed dining experience', has eschewed traditional branded mineral water in favour of an Eau de Vie system from Classeq. The system filters and chills mains water, offering still or sparkling variants that are served in upmarket, reusable bottles.

“While we are keen to lower our carbon footprint, which a system like Eau de Vie does, quality is our first criteria,” says Stephen Mouser, Assistant Manager at Bread Street Kitchen. “What Eau de Vie delivers is a sustainable alternative to branded bottled water, with good product presentation, clarity and no after-taste. The sparkling version is not overpoweringly carbonated.”

The bottles for Bread Street Kitchen were specially branded: “We like our own logo on the bottles,” says Stephen Mouser. The restaurant offers exceptional fine dining, with honest, good



Continued overleaf..

FRESH FILTERED WATER ON TAP. CHILLED. STILL AND SPARKLING.



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value, modern British cuisine. Typically Bread Street Kitchen serves around 160 bottles of water a day and Eau de Vie is now the only brand available. “The staff are very positive – they get to drink as much chilled still or sparkling water as they like.”

Eau de Vie fits in well with the Bread Street Kitchen ethos of combining the simple with the sustainable. Research by Biothinking International found that using water supplied in disposable glass bottles results in 500 times more landfill waste and over 13 times the carbon footprint of Classeq’s Eau de Vie system, which recently won a Green Apple award from the Green Organisation. “Eau de Vie has a lower impact on the environment and lowers our recycling costs, because we don’t have the issue of handling waste bottles,” says Stephen Mouser.

Unlike other on-site bottled water systems, Eau de Vie offers a complete package. Alongside the filtration equipment, the upmarket bottles and attractive dispensers there is a complete back room system including racks for cleaning bottles in glasswashers, 6-bottle carriers and rack dollies. It’s designed to be simple to use in



terms of handling, storage and waste. “It’s very easy to live with,” says Stephen Mouser.

Eau de Vie from Classeq is designed to offer a ‘complete package’ on-site bottled water system for caterers. This includes pre- and after-sales support, from site-survey to commissioning, staff training and on-going maintenance. Systems are available to rent or buy.

FACTfile

Rental Costs (For 3 or 5 years)	3 year rental costs start from £31.50 per week 5 year rental costs start from £26 per week															
Buy Outright	<table border="1"> <tr> <td>Table Top:</td> <td></td> <td>£2960</td> </tr> <tr> <td>Free Standing:</td> <td>Medium</td> <td>£7140</td> </tr> <tr> <td></td> <td>Large</td> <td>£7650</td> </tr> <tr> <td>Cassette:</td> <td>Medium</td> <td>£6530</td> </tr> <tr> <td></td> <td>Large</td> <td>£7040</td> </tr> </table>	Table Top:		£2960	Free Standing:	Medium	£7140		Large	£7650	Cassette:	Medium	£6530		Large	£7040
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Comparative Benefits:	<p>Alternative to bottled mineral water: Reduces transportation, waste collection and cost, so it reduces carbon footprint.</p> <p>Sustainable and environmentally friendly Increases profit margin compared to bottled mineral water</p>															
Savings: (cost/bottled water etc)	Costs less than 5p per litre to produce compared to buying bottled mineral water which costs more than 50p per bottle to purchase															
Additional Info:	<p>Full range of accessories available including branded bottles, caps and bottle wash racks.</p> <p>Remote Cassette, can be reassembled to fit on existing shelving units when space is at a minimum.</p>															

Eau de Vie is from the established brand of Classeq



www.classeq.co.uk 0844 998 0870