

Wenlock Spring - Still or Sparkling..?

Provenance, quality of taste and stylish presentation are key factors when choosing spring water to serve to your customers - Wenlock Spring provides all of these.

Wenlock Spring adds value to your business...

Adding to the dining experience

- Help your guests to enhance the enjoyment of the flavour of food and wine - encourage your guests to sip water throughout the meal to cleanse and refresh their palates
- Provenance - by serving a quality British spring water, from a known source, guests will know where the water has come from and what is in it - and it will always taste the same
- Spring water is naturally filtered rather than chemically cleansed...



A third PROFIT centre

- Correctly presented and served, spring water can become a third profit centre within a food led establishment - 1. food, 2. alcohol and 3. spring water
- Spring water is often an additional purchase - not always an alternative to soft drinks but an accompaniment to food and wine
- Set a realistic margin - it is far better to sell spring water than set the price too high and have customers opting for tap water
- Tap water has hidden costs; staff time, ice, glass cleaning and jugs...are customers happy to pay for this?
- By serving tap water, licensees are not only missing a fundamental revenue line but they are serving their guests with something that they have no control over in terms of taste. Guests can often mistake the taste and smell of chlorine in the tap water, to be glass cleaner in the jug or drinking glass - this will only reflect poorly on the establishment



The CHOICE of spring water

- Give your guests the courtesy of being able to choose - Still Spring Water, Sparkling Spring Water or Tap Water - many people prefer spring water
- Spring water should be an integral part of the drinks offering - if left out of the equation it can lead to detrimental effects on bottom line profit as well as on customer experience. Be proud of the spring water you have selected to serve your guests

Where should spring water be POSITIONED?

- Give spring water the chiller space that it deserves – always serve chilled and not over ice
- Spring water needs to be visible - ideally it should be listed on menus and beverage lists by name with a brief description of its origin, taste and provenance
- If a menu presence is not possible let customers see the bottles on display so that they are reassured by the spring water selection that is available
- Spring water is a credible beverage in its own right - requested at the bar – in addition to being an accompaniment to fine food and wines

Support (BRITISH) Team GB

- There is a feeling of heritage and patriotism towards our own food and drink
- Increasingly consumers are concerned about traceability and the need to source locally - buy British and support the British economy
- Wenlock Spring sources bottles, caps and labels from within Britain - supporting British manufacturing and British employment

Select a brand which UNDERSTANDS your business offering

- Wenlock Spring is dedicated to working with the Hospitality Sector - just as you take care to select the right wines, spirits and beers - choose your spring water with the same attention to detail
- Select a brand which reflects and complements your business image
- You would not serve a supermarket brand of wine - so do not serve a supermarket brand of water
- Sophistication and elegance, perfect for fine dining - Wenlock Spring glass

Enhance your GREEN consciousness

- Select a brand which is responsibly bottled at source
- Bottled water has the lowest carbon footprint of any packaged beverage
- Wenlock Spring glass bottles are made from 40% recycled glass and the bottle is full recyclable
- Buying British and helping to protect our environment go hand in hand



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