



Customer
Hotel Hofgut Georgenthal

Industry
Hotel and restaurant

Employees
35 permanent staff
9 trainees

Location
Taunusstein, Germany

Classification
Four-star superior (DEHOGA)

Accolades
One of Germany's
Top 500 Hotels since 2007
Silver Star (WIMAFO) since 2009

Website
www.hofgut-georgenthal.de

A FRESH APPROACH TO HOSPITALITY: HOFGUT GEORGENTHAL ESTABLISHES A HOUSE BRAND OF DRINKING WATER

OVERVIEW

A hotel that is small but beautiful – and that has been practicing hospitality to perfection for over three centuries. Mindful of this tradition, the focus is on creating an atmosphere where guests feel relaxed and at ease, with that personal touch expected of a family-run hotel rated four-star superior.

Hofgut Georgenthal has 40 bedrooms and seven conference and event rooms for up to 250 people. It offers breakfast with panoramic views and a fine-dining restaurant, Giorgios im Hofgut, serving regional and Mediterranean specialities. Located on the UNESCO World Heritage Roman Limes frontier, the hotel boasts a golf course, beauty spa, gym, swimming pool and sauna. To enhance service quality and cost-effectiveness, Hofgut Georgenthal has introduced the BRITA VIVREAU Bottler, establishing a house brand of water: Georgenthaler. Fresh spring water with style.

BENEFITS

 **High quality**
Water always available
fresh from the tap

 **Reduced costs**
Space savings and
greater cost-efficiency

 **Service**
Served in stylish branded
bottles

 **Satisfied customers**
Great-tasting and
locally sourced

“ Our guests are delighted to be served our new **Georgenthaler** water. And we have cut costs by a third. ”

Peggy Scheiding | Executive Assistant

 BRITA®



THE SOLUTION

The BRITA VIVREAU Bottler supplies water to guests and employees. Before the hotel installed the BRITA VIVREAU Bottler, annual consumption of sparkling and still water was 14,250 litres (10,000 750-ml bottles and 13,500 500-ml bottles).

The BRITA VIVREAU Bottler has saved space, increased cost-efficiency, and lessened environmental impact. It has enabled Hofgut Georgenthal to establish its own house brand of water, which is very popular with guests.

They like the taste of water fresh from the BRITA VIVREAU Bottler. And they love the fact that it is locally sourced.



THE RESULTS

The branded bottles give us a unique way to position our water: Georgenthaler is regional deep-well water that is carbonated in our BRITA VIVREAU Bottler.

Drinking Georgenthaler is a real pleasure – it's always fresh from the tap, and from a local, sustainable source.

It's good for the environment, good for you, and good for us.

The BRITA VIVREAU Bottler paid for itself very quickly. The Food & Beverage team quickly learned how to use it, integrating it into their day-to-day service process.

Peggy Scheiding |
Executive Assistant

FOR MORE INFORMATION

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