



Are you ready for the 2023 plastic ban?

A guide to meeting your
sustainability targets

The problem with plastic

Consumers want less single use plastic in their lives. We all do. At home, work, eating out, weekend escapes: the more sustainable, the better.

From the government's plastic ban to ever-rising costs, businesses are doing what they can to reduce hidden waste and meet customer expectations.

Hospitality has already come a long way to reduce waste. Here's how BRITA VIVREAU can help you do even more.



Facing up to pressures

Consumer pressure

People want less greenwashing and more transparency



According to research **34% of consumers** would stop buying from certain brands if they had ethical or sustainable concerns¹

Rising costs

Everything costs more – ingredients, labour, energy



Rocketing prices forced **69% of hospitality businesses** to raise their menu prices in 2022²



Hospitality operating costs rose to 55.2% of turnover in 2021³

Plastic ban

October 2023 sees a government ban on businesses selling single use plastic tableware*



Plastic takes between **20 and 500 years** to decompose in landfill⁴



More than **8 million tons** of plastic bottles end up in the sea each year⁵



77% of consumers are in favour of the ban on businesses selling single use plastic⁶

*Plastic plates, trays, bowls, cutlery, balloon sticks, and certain types of polystyrene cups and food containers

You know what your customers want...

You're already working to meet customer expectations. By creating a hospitality setting that reflects their values, you're helping empower their drive for sustainability.

BRITA VIVREAU spoke to 2,000 UK consumers about what they expect from hospitality businesses. From reducing plastic waste to water refill stations, the research shows they know what they want.



Consumers' biggest bugbear in hospitality?



Single use plastic cups (50%)

Customers want to make sustainable changes. Here's what they've been telling us...⁶



53%

of people choose a café, pub or restaurant based on its plastic waste reduction



41%

of consumers believe water refill stations are the best way to reduce hospitality waste



61%

of consumers do what they can in their everyday lives to reduce single use plastic



75%

of customers would gladly use a water refill station in a hospitality setting

Hospitality businesses have made significant steps forward in meeting employee expectations, achieving regulatory compliance, increasing profitability and doing right by the planet. But there's always more to do.

By continuing the fight against hidden waste, the hospitality industry can feel optimistic about what the future holds.



Ready to create a zero single use plastic zone? Start with your equipment.

Sustainable equipment choices can help you:



Reduce waste

Install a BRITA VIVREAU water dispenser to replace bottled water



Save money

Save energy with a water dispenser (versus a fridge full of bottled water)

Using a BRITA VIVREAU water dispenser reduces up to

86% of CO₂ each year
compared to bottled water

Bottled water is at least 500 times
more expensive than tap water in the UK⁷



Make smart decisions

Boost your eco-credentials and keep your customers happy



Build strong supplier relationships

Work with a partner like BRITA VIVREAU to prioritise your sustainability goals

With good reason,

94% of hospitality businesses
say sustainability is an important factor when buying equipment⁶

At BRITA VIVREAU we are committed to supporting
customers' sustainability efforts
and helping you thrive even in challenging climates

1. Deloitte. 2. Lightspeed. 3. The Drinks Business. 4. United Nations. 5. National Geographic. 6. Research conducted by 3Gem with 2,000 hospitality consumers in the UK, February 2023. 7. The Guardian.

Find out how we can support your business in its sustainability goals:

0345 674 9655

brita.co.uk/water-dispensers

