The unique branded bottles with our name and logo really set us apart from other venues. Guests have often commented positively on their look-and-feel – Some have even asked if they could buy bottles.

Robert Hoyer | Managing Director
THE SOLUTION

But in the past, water’s popularity proved a daunting challenge: over the course of a year, Spreespeicher had to purchase approximately 50,000 litres of still and 70,000 litres of sparkling water. And all those bottles had to be transported, delivered, stored and, ultimately, disposed of. To address this recurring and expensive problem, Spreespeicher opted to switch to mains-fed water dispensers – and chose to partner with BRITA Vivreau.

BRITA Vivreau installed two BRITA VIVREAU Bottlers in May 2015. The end-to-end solution features reusable glass bottles emblazoned with Spreespeicher Event GmbH’s name and logo, plus dishwasher trays and baskets. The high-quality bottles are freshly filled by staff before each event, and rinsed and refilled to quench guests’ thirst as required. Moreover, just two BRITA VIVREAU Bottlers are sufficient to serve all three of Spreespeicher’s venues: a total of five rooms across 1200 square metres.

THE RESULTS

Spreespeicher is delighted with the results. The dispensers dramatically reduce the amount of storage space required, and eliminate the cost of bottled water, and the expense and hassle of delivery. As Hoyer points out: “We can offer our guests fresh, great-tasting water – without having to spend large amounts of money to source and store it.” A further key benefit is BRITA VIVREAU Bottler’s product design, and the customised branding on the glass bottles, which helps Spreespeicher create an image that stands out from its rivals.

BRITA Vivreau proved to be the ideal partner. Hoyer explains: “I was impressed with the solution as a whole, and by the product design, which I experienced first-hand at the Internorga trade fair.” The BRITA VIVREAU Bottlers are very cost-effective, and deliver a rapid return on investment.

FOR MORE INFORMATION

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“It has been absolutely worth it. The complete solution – the BRITA VIVREAU Bottlers, branded glass bottles, useful accessories and simple service options – has meant considerable savings and satisfied customers.”

Robert Hoyer | Managing Director