



**BELU FILTER INITIATIVE**

Belu taps in Brother Marcus, Angel.

# JOIN THE BELU FILTER INITIATIVE

Belu gives 100% of profits to WaterAid. The Belu Filter Initiative is an award-winning idea where you and your customers collaborate with us to make something amazing happen.

As the UK's most ethical water company, we want to provide your business with the best quality products with the lowest environmental impact possible. In addition to our mineral water range we are delighted to offer you water filtration systems and refillable bottles.

You can serve beautiful still and sparkling filtered water to your customers and continue to help us transform lives through our work with our partner WaterAid.



## GET IN TOUCH

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# 3 REASONS TO JOIN THE BELU FILTER INITIATIVE

## 1. YOUR ENVIRONMENTAL IMPACT REDUCES SIGNIFICANTLY.

On-site filtration is a great way to reduce the overall carbon footprint for your business, by reducing the amount of single use water bottles you use. You will also release valuable fridge and storage space, as your filtered water is always on tap at the perfect temperature.

## 2. THERE ARE NO COSTS INVOLVED FOR YOUR BUSINESS.

Belu supplies, installs and regularly services your premium quality filtration system, without any charge to you. You will also receive a starter pack of Belu branded refillable bottles that tell the story of the Belu Filter Initiative.

Each time you serve filtered water we ask that you add a £1 voluntary contribution to the bill for each table. Those contributions are in turn passed to Belu and with all our profits, are passed onto WaterAid.

## 3. HELP TRANSFORM LIVES, THEN TELL THE STORY.

Just £15 is enough to transform one life through clean water. By joining the Belu Filter Initiative you'll be helping us transform lives every day. This is a great story to share with your team and customers through social media in addition to the messaging on the back of each bottle.



### BELU WATER STORY: HICCE

When Pip Lacey, Great British Menu winner and former Head Chef of Murano and her business partner Gordy McIntyre opened hicce in October they wanted to do something a bit different with their water service to match the innovative nature of their restaurant.

In their first 7 months of trading, the team at hicce raised an incredible £11,000 in contributions, transforming the equivalent of 733 lives worldwide with clean water.

“hicce and our staff are proud to be able to make a difference daily to people's lives. Customers find it an amazing gesture to be able to enjoy filtered water for such a small contribution, and for playing their part in bringing clean water to marginalised communities across the world.”

Pip Lacey & Gordy McIntyre, Co-founders of hicce



**This water is brought to you by the Belu Filter Initiative. Put simply, a voluntary £1 goes on your bill, and you help to transform lives worldwide with clean water, because 100% of Belu profits go to the charity WaterAid.**



Easy to communicate to customers on bottles and menus



## **BELU WATER STORY: KRICKET**

Kricket White City joined the Belu Filter Initiative because they were keen to support Belu and WaterAid on their mission to ensure that every person should have access to clean water.

“Aside from unlimited deliciously filtered still or sparkling water the guest receives throughout their meal, we are creating customer awareness and an opportunity for them to contribute to a great initiative. Our staff have loved getting behind it and truly believe in what they are doing.

It's hard to find a reason why you wouldn't want to be part of the initiative. All indicators say join!”

Rik Campbell, Co-founder, Kricket

## **Q & A**

### **HOW DO I KNOW IF THE BELU FILTER INITIATIVE IS RIGHT FOR MY BUSINESS?**

The businesses where the initiative is most successful isn't down to size or even footfall. We need passionate partners who believe they can generate at least £15 of contributions per day.

### **I ALREADY HAVE A WATER FILTRATION SYSTEM; CAN WE STILL TAKE PART?**

Yes of course, and when your current system is out of contract we would plan to replace that for you.

### **I'M WORRIED ABOUT LOSING REVENUE FROM WATER SALES, CAN I DO BOTH MINERAL WATER & FILTERED WATER?**

Yes, there are options to adapt the model – talk to our team.

### **HOW IS THE WATER FILTERED?**

The filtration process provides water purity of the highest standard by allowing the water to be passed through a filter made from coconut shells, before being chilled, carbonated and dispensed from a tap. By removing impurities that damage the taste, smell and appearance of water whilst an ion exchange resin prevents mineral and lime scale deposits and achieves the ideal mineral balance for a premium water experience every time.



