



CUSTOMER CONTRIBUTIONS

- We loan you your Filter machine(s)
- You charge your guests for Belu filtered water (we suggest £1 for unlimited refills)
- All monies go to Belu and we invest in people and planet and give net profit to WaterAid

MENU MESSAGING OPTIONS

- 1) £X will be added to your bill for unlimited still or sparkling Belu filtered water. Drink the difference. See belu.org
- 2) £X will be added to your bill for unlimited still or sparkling Belu filtered water. The money goes to Belu, a social enterprise who invest 100% of profit in pursuit of their purpose - and who have given £5.5m to WaterAid since 2011 to help do just that.
- 3) Enjoy unlimited still or sparkling Belu filtered water. The money generated goes directly to Belu, a social enterprise who partner with WaterAid and are changing the way the world sees water.
- 4) £X will be added to your bill for unlimited still or sparkling Belu filtered water. We serve Belu because they are a social enterprise who invest 100% of profits in people and planet and have given £5.5m to WaterAid since 2011 to help transform lives worldwide with clean water. It helps reduce our carbon footprint too.

A point to note: We ask that you please run your preferred menu messaging by a member of the Belu Customer Relationship Team to ensure this follows the Charity Commission's guidelines when mentioning monies to WaterAid. You can get in touch with us to check before printing via email - customers@belu.org



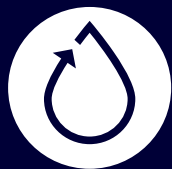
POSITIVE PROFITS

- We supply your filter machine(s) at a reduced rental rate
- You serve and charge your guests for Belu filtered water any way you wish
- We share revenue monthly, with 50% for you and 50% going to Belu. We invest our profit in people and planet

MENU MESSAGING OPTIONS

- 1) £X will be added to your bill for unlimited still or sparkling Belu filtered water. Good for people, good for planet. See belu.org
- 2) £X will be added to your bill for unlimited still or sparkling Belu filtered water. 50% of each sale goes to Belu, a social enterprise who invest 100% of profit in pursuit of their purpose – and have given £5.5m to WaterAid since 2011 to help do just that.
- 3) Enjoy unlimited still or sparkling Belu filtered water for £x. 50% of each sale goes directly to Belu, a social enterprise who partner with WaterAid and are changing the way the world sees water.
- 4) £X will be added to your bill for unlimited still or sparkling Belu filtered water. We serve Belu because it's good for people and planet. It helps reduce our carbon footprint and 50% of sales go to Belu, a social enterprise who have given £5.5m to WaterAid since 2011 to help transform lives worldwide with clean water.

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FIXED FILTRATION

- We supply your filter machine(s)
- You serve and charge for your water - any way you wish
- We charge you a monthly rental fee and we invest 100% of our profit in people and planet

MENU MESSAGING OPTIONS

- 1) £X will be added to your bill for unlimited still or sparkling Belu filtered water. We're part of the Belu Collective, helping to change the way the world sees water. Find out more at belu.org
- 2) £X will be added to your bill for unlimited still or sparkling Belu filtered water. Find out more at belu.org
- 3) We partner with Belu to serve unlimited filtered still and sparkling water for £X. Find out more at belu.org

And here is some supporting copy, in case it's useful:

Belu is a social enterprise who invest 100% of profit in pursuit of their purpose: to change the way the world sees water - and they've given £5.5m to WaterAid since 2011 to help do just that.

Good for people. Good for planet. Find out more at belu.org.

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FIXED FILTRATION

- We supply your filter machine(s)
- You serve unlimited still & sparkling water free of charge
- We charge you a monthly rental fee and we invest 100% of our profit in people and planet

MENU MESSAGING OPTIONS

- 1) Fancy unlimited Belu still or sparkling filtered water? We partner with Belu because they invest 100% of profits in people and planet and have given £5.5m to WaterAid since 2011, to help transform lives with clean water.
- 2) We partner with Belu to bring you unlimited still or sparkling filtered water. They're a social enterprise that's given £5.5m to WaterAid since 2011. Together we're changing the way the world sees water.
- 3) Enjoy unlimited Belu still & sparkling water. Good for people. Good for planet. Find out more at Belu.org

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