

Reasons to drink more bottled water - improve your health and your bottom line...

The New Year is a time when people reassess consumption habits and show a greater awareness of health and physical fitness - to counteract the excesses of the festive period. For many people this concentrates around a 'detox' theme - drinking an adequate amount of bottled water is a crucial starting point...

Wenlock Spring is guaranteed to always taste the same - with known provenance and specified mineral content - you know exactly what you are drinking. All through the year your diners visit you for an experience and bottled water adds to that experience - and at the same time it adds a little extra to your bottom line - if positioned, presented and priced effectively.

Stay hydrated and have a clear vision for your business...



Wenlock Spring – the perfect accompaniment to fine dining *

Position, Presentation and Price

- Wine always has a place with the meal - why not water? Water is in fact more essential than wine!
- Many menus include a glass, half bottle or bottle of wine - bottled water can be positioned in the same way
- The inclusion of bottled water will help diners to understand the importance of drinking water with their food and at the same time help to add value to your menu
- During a fabulous meal we sip wine and sometimes have the enjoyment of a different wine with each course - wines are carefully matched to the food that we are eating
- Bottled water should also be sipped alongside the meal and the water selected will make a difference to how diners savour their meal
- Bottled water can enhance the flavour of food and ensure necessary hydration
- The correct choice of bottled water can also add to the feel of the restaurant through its presentation
- It is important though to price water sensibly to ensure that it adds value and is not seen as an unnecessary additional cost, in the context of the diners experience
- At the end of the meal - balance dehydrating drinks, alcohol and coffee, with a hydrating source - water
- The same applies for bottled water sold at the bar - why not have a water chaser - a special price for 500ml bottle of water with a drink (perhaps just with spirits or shorts) so that guests are encouraged to make the additional purchase and see the benefits of doing this

- A refreshing bottle of naturally sourced spring water such as Wenlock Spring provides guests with a quality form of hydration - a form that is professionally bottled at source allows the consumer to see exactly what they are paying for, they know where the water has come from and the minerals it contains - a water that is naturally filtered rather than chemically cleansed

Healthy Hydration - Drinking Water is a Good Choice

- There are undeniable health benefits from drinking an adequate amount of water each day - water is essential for life. The British Nutrition Foundation advise that water is the only fluid which they recommend as drinking 'plenty' of
- The human body is made up of more than 60% water and performs vital roles - carrying nutrients and waste products between major organs, regulating body temperature, lubricating our moving parts, stabilising metabolism, acting as a shock absorber and regulating our appetite - therefore this level needs to be responsibly managed
- Our brains are 73% water*(1) - poor hydration can have adverse effects on our brain function
- Sipping water throughout the day will seriously help hydration - in turn this may improve general energy levels and wellbeing
- Water should be accessible at all times - bottled water is the convenient way to ensure this
- Bottled water is good for you and should be the preferred hydration choice. Sugary fizzy drinks and fruit juices contain many empty calories and other additives which many consumers prefer to avoid - bottled water is calorie free!

The Healthy Hydration Glass

It is advised that adults should drink 6 - 8 glasses of fluid every day. Help the functionality of your body by giving it exactly what it needs....

(The Healthy Hydration Glass - developed by the Natural Hydration Council (NHC) in collaboration with the British Nutrition Foundation)



A Bottled Water Brand that is Serious about Hydration

- Wenlock Spring is a bottled water brand which takes hydration seriously - this is demonstrated in their recent support of Worcester Warriors Rugby Club - a sport where hydration is fundamental to performance

- Hydration is measured daily for all of the players - water intake can have a significant impact on performance levels. Wenlock Spring believes that it is not just about hydration but about the type of hydration

- When the nutritional intake of players is measured so closely, drinking water with provenance must play a part in creating the correct nutritional balance

- Wenlock Spring will be supporting the junior rugby camps by supplying water and also hydration advice - to help educate young people to understand the importance of good hydration



Make Hydration Taste Good Too...

Matthew Orme, Director of Wenlock Spring advises; "Hydration is critical to a healthy life and the full enjoyments of fabulous food. A quality establishment or restaurant should **take hydration seriously** - help to **educate** your guests - ensure they are refreshed, hydrated and their palate is delicately cleansed with a quality spring water where provenance is understood. Price bottled water effectively both at the table and at the bar to help to add to your bottom line.

With **Wenlock Spring** you can be sure that **hydration will taste good!**"

Sources:

*(1) - Mitchell HH et al (1945) The Chemical Composition of the Adult Human Body and its bearing on the Biochemistry of Growth.

*Image accredited to J.Dunne

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