

## Understanding the Perfect Serve - No Ice No Slice - Quite Simply Wenlock Spring

### Chilled - presented with style - at a realistic price

The drinks you choose to serve are a reflection of your commitment to quality. The perfect serve is about providing guests with exactly what they want - creating ambiance and memories of an exquisite experience. A fine dining experience is one which pays attention to every detail - your choice of spring water deserves the same care and respect as everything else in the dining experience.

Bring a final touch of class to your drinks offering by understanding the perfect serve...

### Engaging EXPERIENCE and VISIBLE PRESENTATION

- Service is not just about presenting guests with food and drink - it is about creating a mood, an ambiance, an experience
- Offering bottled water will help to enhance a guest's dining experience
- Present water correctly - chilled - no ice no slice - unless requested
- Adding ice adds tap water and adding lemon affects the taste
- Serve with style - select a water glass which complements the quality of the water within it. Even from the bar you would not serve champagne in a Paris goblet, so why serve spring water in a cola or fruit juice glass!
- Place the spring water on the restaurant table and open in the presence of your guests - allow guests to see the bottle presentation and its brand - help them to understand why it has been selected for your establishment and how it will enhance their dining experience
- Serve spring water in pristine condition with pride - just how you would a fine bottle of wine



### Clear and helpful COMMUNICATION

- Educate your staff so they understand the water they are serving - taste, provenance, brand positioning and bottle design
- Deliver a serve experience which adds value and a final touch of class to the drinks offering
- Spring water should be part of the order taking process
- Water bottled at source, such as Wenlock Spring, is just as nature intended - naturally filtered, not chemically cleansed. With every bottle, consistency of taste can be guaranteed - this is something tap water cannot guarantee

- Guide your guests and recommend how characteristics of the water can complement and match well with certain foods. Think creatively - a lightly sparkling spring water refreshes the palate to ensure guests can truly appreciate the flavours of the food
- Help your guests to understand how sipping water throughout the meal will cleanse the palate and awaken taste buds so that they can fully appreciate the flavours of the food and wine
- Just as every fine bottle of wine has an origin, a history and a story - the same is true for spring water
- Include spring water on your drinks menu - by name with a brief description of its taste and provenance. If your guests understand and engage with a product, they are more likely to request it!
- Top up guests glasses and offer additional bottles with every course



### **Build customer LOYALTY**

- Offer an exclusive brand to avoid price comparisons - if the consumer thinks that the drinks are expensive, then they will by association think that the food is also overpriced

### **Select the right BOTTLE SIZE for your business**

- Promoting the 1litre bottle provides customers with perceived value for money - guests expect a bottle of water to be the same size as a bottle of wine - add value with a 1 litre that serves four guests
- Select the right size for the right purpose - single serve/ sharing/ 1 litre for four guests or a 750ml to match the wine bottle size
- Ensure bottled water behind the bar is given the same status as bottled water on the restaurant table - display it where it can be seen, next to other respected beverages

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