



The Vivreau Bottler – a success story



Russell Jeffrey purchased the Wellington Inn in Lund, near Driffield 16 years ago when the public house was a derelict building. Nowadays it is a thriving venue that is popular with both locals as well as those from further a field thanks to a reputation for quality food and drink that is the envy of those from miles around.

Earlier this year Russell received a water bill that would have brought tears to the eyes of many a landlord. However he also believed strongly that the customer should be treated fairly. Russell always ensured that when a customer arrived at the table, a jug of ice cold tap water was awaiting them, which would be constantly replenished throughout the meal. Still and sparkling mineral water were also available, although as Russell openly admits, “it was never actively sold”.

Russell contacted in-house Table Water Bottling specialist Vivreau, to discuss options and to investigate whether there was a way to make his offering pay. As Russell explains, it was not a decision that he took lightly:

“I previously gave diners complimentary jugs of water throughout dinner, but was intrigued on the profit potential of the Vivreau Table Water Bottling System to counteract the rising costs associated with running a public house today. I really liked the idea of being able to charge for my water provision; however I was also very conscious that the customer needed to be happy with the new arrangement. Therefore I ran a 12 week trial, where I offered bottles of branded water for which I charged, however I gave refills free of charge.”

As a result customers now receive a chilled bottle of still and sparkling filtered water on the table instead of a jug of tap water. Now serving over 200 bottles of Vivreau water a week, Russell has developed an additional income of around £6000 per annum from the foresight to invest in such a set-up.



Freshly-drawn



Specially branded



Profitably sold



Served in the traditional manner



“Our customers always comment on the lovely bottle and the traditional cap on the bottle. Because the water is filtered and purified, it means that they get a better quality of water, for which they can certainly tell the difference.”

Russell Jeffrey

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