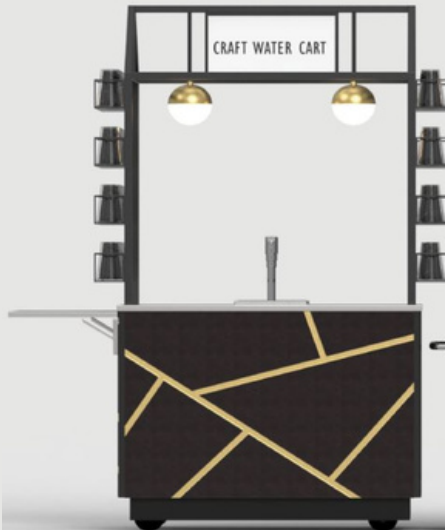


CRAFT WATER CART CONFIGURATION



SPARKLING & STILL WATER CART



A VARIETY IN WATER OFFERINGS IS ON THE RISE IN POPULARITY, WITHOUT ANY INDICATION OF COMING BACK DOWN. SPARKLING OR SELTER WATERS, CUSTOMIZATION IN WATER FLAVORING, AS WELL AS ENVIRONMENTAL AWARENESS WHEN IT COMES TO SINGLE USE PLASTIC BOTTLES, ARE ALL CONTRIBUTING FACTORS TO THE POPULARITY IN THE "CRAFT WATER" SCENE. PROVIDING WHAT GUESTS ARE CRAVING IS IMPORTANT, BUT ALSO AN OPPORTUNITY TO CAPITALIZE ON AN ELEVATED, SELF-SERVICE, GUEST EXPERIENCE OTHER THAN THE STANDARD WATER BOTTLE SALE OR WATER COOLER PLACEMENT STANDARD PRACTICES

DESIGN INTENT:

- **FEATURE 3 DIFFERENT TYPES OF WATER FROM EACH TAP TOWER: CHILLED SPARKLING, CHILLED STILL & AMBIENT**
- **GUEST SELF-SERVICE OR ATTENDED CAPABILITIES FOR PREMIUM FUNCTIONS**
- **MAY BE USED AS A RETAIL OUTLET WHEN PAIRED WITH ATTENDANT/ POS STAND**
- **FULLY MOBILE - DOES NOT REQUIRE HARD WATER LINE, JUST WATER JUGS PLACED WITHIN UNIT**
- **BASIC ELECTRICAL REQUIREMENTS TO ALLOW FOR FLEXIBILITY IN SPACE PLACEMENT**

INCLUDES:

- **OVERHEAD WAYFINDING SIGNAGE**
- **SIDE SHELVING**
- **FLIP-UP SIDE TABLE**
- **PENDANT LIGHTS**
- **DUEL-SIDED TAP TOWERS FOR 360 GUEST ACCESS**
- **STAINLESS STEEL SURFACE**
- **EXTERIOR DESIGN WITH LAMINATE SELECTION**

STORAGE COMPANION CART

PAIR THE CRAFT WATER CART WITH A " STORAGE COMPANION CART" TO STORE BACKUP WATER JUG REPLENISHMENT AS WELL BEVERAGE VESSELS

THE STORAGE COMPANION CART ALSO PROVIDES ADDITIONAL SURFACE SPACE FOR BEVERAGE ACTIVATION & DISPLAY



INCLUDES:

- + HANDLES ON BOTH SIDES FOR EASE IN PUSH/ PULL
- + SPACE TO HOLD WATER JUGS/ KEGS/ OTHER MISC. BACK-UP ITEMS
- + STAINLESS STEEL COUNTERTOP
- + EXTERIOR DESIGN WITH LAMINATE SELECTION

CRAFT WATER CARTS

ELIMINATION OF PLASTIC BOTTLES

Unit allows for any type of bottle to be filled. Water vessel suggestions: reusable bottles for guest souvenirs or biodegradable paper bottles



OPTION TO ADD FLAVORING

Providing flavor infusions such as Monin Essences or house-made syrups, along with liquid caffeine additives are the right touch for guest customization



OPTION TO ADD HERBS/ FRUIT

Take it a step further by offering fresh herbs and fruit/ vegetable garnishes as an additional flavoring infusion component.



SELECTION OF CHILLED STILL OR SPARKLING WATER

Separate tap handles allow for the option between the two different water types



WHY SPARKLING WATER?

1

SPARKLING WATER IS THE FASTEST-GROWING BOTTLED WATER SEGMENT

12% growth rate in consumption in US in 2014 (compared to global rate of 1%)

2

SPARKLING WATER SALES AT LARGE HAVE HIT AN EXPONENTIAL GROWTH PATTERN

Surging 42% over the past five years, with continued growth anticipated between now and 2020

3

THOSE CONSUMING SPARKLING WATER ARE MORE THAN REPEAT CUSTOMERS, THEY ARE SUPER FANS

With 67% of sparkling water drinking it on a daily or weekly basis, Americans are now consuming nearly 170 million gallons of sparkling water a year

4

TRADITIONAL SODA BRANDS ARE SEEING A STEADY DECLINE IN SALES

(14 straight years of systematic declines) as consumers become better informed and seek healthier options

ENVIRONMENTAL FACTS

1

AMERICANS USE ROUGHLY 50-60 BILLION PLASTIC WATER BOTTLES PER YEAR

It is more important than ever to take the matter for high quality, reliable, and responsible drinking water into your own hands

2

ONLY 23% OF PLASTIC WATER BOTTLES ARE RECYCLED

Leaving approx. 38 billion plastic water bottles in landfills. Generous estimates suggest that 20% of those are recycled, leaving approximately 40 billion plastic bottles in landfills and waterways

3

EPA STANDARDS FOR POTABILITY

According to the EPA, there are 5,300 communities across the USA that have water supplies that fail to meet EPA standards for potability. That represents 18,000,000 Americans whose water is not deemed suitable for drinking

4

INVESTMENT FOR SAFE DRINKING WATER

The EPA estimates it will cost \$383 billion in infrastructure investments to meet the minimum drinking water safety requirements by 2030