



## Pied à Terre Case Study

**Pied à Terre is the longest standing independent Michelin-starred restaurant in London and the UK. It was founded in 1991 and is still owned and run by David Moore.** Executive Chef Asimakis Chaniotis' classic French cuisine, with reference to his Greek heritage, is presented in a fashionably elegant and sophisticated setting. Awards have been many over the years, but Pied à Terre are particularly proud of its latest award for the number one vegan tasting experience in the UK. Not only is Pied à Terre a fine dining Michelin-starred destination in London's Fitzrovia, but the team also invites guests to get involved in many hands-on, personalised culinary experiences. The restaurant focuses on sustainability, emphasised by reducing single-use waste with the introduction of Purezza water to the drinks menu in early 2022.





Pied à Terre owner, Irish restaurateur, and TV personality, David Moore leads the front of house team at Pied à Terre with a relaxed but professional style. David's love of art and collaboration with artists has influenced the look of the London restaurant.

Located in Fitzrovia, the heart of the West End, Pied à Terre is a fine-dining favourite and the longest-standing Michelin Star restaurant in London. They offer lunch and dinner tasting menus and award-winning vegetarian and vegan options.

Executive Chef, Asimakis Chaniotis, joined David at Pied à Terre in 2012 as a section chef. Over the next six years he worked his way to the top and became Executive Chef in 2017. Asimakis brings his style and Greek influence to the restaurant's long history of critically acclaimed French fine dining.

At Pied à Terre, customers experience innovation at the highest level. The menus are stylish and unique, presenting classic French dining with a subtle reference to Asimakis' Greek heritage.

David and his team acknowledge that as a leading London restaurant, Pied à Terre have a responsibility to help fight climate change. Therefore, wherever feasible, Pied à Terre use processes and systems that are non-polluting, conserve non-renewable energy and natural resources, are economically efficient, and are safe for workers, communities and consumers.

An example of the restaurant's sustainability focus is the water-saving management programme they have introduced. This is as simple as training the staff to turn the taps off more quickly; and monitoring water usage weekly.



## The Challenge

Pied à Terre was serving single-use glass bottles of water, which saw them having to arrange deliveries and recycling collections. Operations Manager, Suze Allan, estimates the restaurant was distributing over 240 kilograms of glass to be recycled every week. They were looking for a solution that was in line with their eco-friendly positioning.

The team acknowledged that reusable bottles would require cleaning therefore a bottle that is easy to clean and use again was a must.

Glass water bottles were taking up the limited fridge space in the Central London restaurant; therefore, a solution freeing up this space was also desirable for Suze and the team.



“The Purezza solution is a win-win. I have even recommended it to our neighbouring restaurant who are looking to cut down on single-use materials.” - **Suze Allan**

## The Solution

The Purezza Jet-In system ticked every box for the team at Pied à Terre.

In March 2022, the restaurant sold approximately 600 bottles of water, which would have been around 240 kilograms of glass heading to landfill. As they are now using Purezza reusable bottles, Pied à Terre have reduced single-use waste, supporting their goal of helping fight climate change and protecting the planet.

Pied à Terre were spending 67p per bottle of water, which has now decreased to 8p per bottle. They have been able to pass this saving onto customers, reducing the price of water on their extensive drinks menu.

Not only has the Purezza system helped reduce the restaurant’s carbon footprint, it has also made the Central London site more space efficient.

No longer stocking water in their fridges, Pied à Terre now have room to keep more wine bottles chilled.

The bar area in Pied à Terre is small, meaning the water solution unit had to fit in the limited space. As the Jet-In system is very compact, it fits perfectly, leaving enough space for other appliances, while matching the premium aesthetics of the restaurant.

