

PUREZZA™

PREMIUM WATER



Thackeray's Case Study

Situated in Royal Tunbridge Wells, Kent, Thackeray's, a fine dining restaurant, offers a relaxed dining experience, applying classic European culinary philosophies to modern dishes. The team at Thackeray's believe strongly in provenance and use the highest quality local produce and ingredients. The restaurant offers a warm and welcoming atmosphere, complemented by friendly, attentive and knowledgeable staff. Such knowledge is reflected in the creativity of the dishes and impressive drinks menu, which features Purezza Still and Sparkling Water.



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Richard Phillips has been Managing Director at Thackeray's for 20 years, with the fine dining restaurant being awarded the 'AA Rosette for Culinary Excellence' every year since 2003.

The setting is unique, with the building over 300 years old and being a former residence of author William Makepeace Thackeray. A real sense of the age of the building can be gleaned from the sloped ceilings, odd angles, and off-kilter stairways which add to the dining experience. Situated on London Road, which features several traditional-style English villas, Thackeray's overlooks an open grassy common.

Richard says the restaurant is not exclusive nor does he have the desire to make it so, which is the reason for the wide variety of menus, whether that be the daily set lunch menu or the indulgent Chef's tasting menu. Head Chef, Patrick Hill, uses his immense knowledge, passion and creativity to craft ever-changing, seasonal menus to inspire and delight all tastes. With such quality ingredients and talented chefs, it's no surprise Thackeray's has so many awards for culinary excellence.

Upstairs there are 3 reservable private function rooms ideal for parties and meetings and suitable for 8 to 18 diners. Here, guests receive the same service, food and beverages as in the restaurant area.

The bar and terrace area is another highlight of the Thackeray's experience. With a wide and varied spirit collection, classic and 'neo-classic' cocktails, dozens of wines, champagnes and sparkling wines, and of course, premium Purezza Still and Sparkling Water, guests are never short of options. If you're unsure of what beverage to order the team are always on hand with tasty recommendations!



The Challenges

Richard and the team were looking to cut down on waste, stating that Thackeray's were going through 150-200 bottles of sparkling and still water per week. Aside from the cost of buying this bottled water, there was also the additional cost and time to arrange collection of the bottles post-use.

Richard was looking for a sustainable dispensing solution where reusable glass bottles could be used to serve water to customers. The reusable bottles had to be in keeping with the style and design of the restaurant and classic building.

A new ice machine was also required to provide quality ice cubes for the premium drinks served. The machine had to fit in the limited kitchen space available and the installation and servicing had to be seamless.



I'm a big fan of Purezza, so much so I implemented it into my other two restaurants and pubs. It tastes and looks great and saves money and time in bottle collections, which is ideal for us." - **Richard Phillips**

The Solutions

Jet-In Under Counter System

Purezza offered the perfect solution for cutting down on waste at Thackeray's restaurant. As the Purezza bottles are reusable, Richard and his team no longer had to organise and pay for collections of empty water bottles, which they found themselves doing around three times a week.

To be awarded an 'AA Rosette for Culinary Excellence' plaque, the entire meal, including ancillary items, are assessed. Therefore, beverages play a part in picking up this award, Purezza's premium filtered still and sparkling water met Thackeray's desired standards.

The unique design of Thackeray's is one of its key attractions, it was essential that the tap fit with the professional-looking bar, and that the bottle matched the interior and historic-looking building. Richard stated that he felt both had done exactly that.



IM-100 Ice Machine

Having been very happy with the Purezza dispensing machine, which had already been installed for some time, Thackeray's decided to have an IM-100 ice machine installed by Purezza.

Aside from receiving a discount due to their repeat custom, Thackeray's also benefitted from Purezza's one-stop shop maintenance and service offer with the Jet-In and the ice machine both being serviced on the same visit every six months.

The self-contained, air-cooled ice maker fits nicely in the corner of the downstairs kitchen. The IM-100 produces 'best-in-class' ice cubes, which is the perfect addition to the tasty beverages served at the restaurant. A specialised ice machine filter guarantees quality ice cubes, by removing limescale and other impurities from the water.

