

**PUREZZA™**

PREMIUM WATER



## MJP@TheShepherds Case Study

Well-respected chef Mark J Poynton's fine dining restaurant is situated in Fen Ditton, on the outskirts of Cambridge. MJP@TheShepherds specialises in serving an ever-changing menu of delicious fish, plant and meat plates using the best, seasonal, and local ingredients. The restaurant prides itself on letting the customer personalise their dining experience, with small or large plates available, whether for one or to put in the middle of the table to share. As well as the eight tables in the restaurant area, it hosts a bar fitted with Purezza Jet-In taps, a lounge area and five hotel rooms for those visiting Cambridgeshire.



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**mjp**  
@The  
Shepherds



When chef Mark Poynton took over the derelict Cambridgeshire pub, The Ancient Shepherds, he had the vision to offer a relaxed fine dining experience. He wanted to use the best local ingredients and allow customers to be creative with portion sizes and flavours.

Taking over such premises in June 2020, during a global pandemic, was never going to be easy. The takeover involved a refurbishment, making the building fit for purpose and suitable for serving food and drink of the highest quality. Once open, it wasn't long before the coronavirus pandemic forced the doors to close once more. Despite such a setback, the restaurant opened again and has been going strong ever since.

Everything in the restaurant follows a modern British theme with classical influences. For instance, the lounge area has a cosy feel with a classic fireplace and rustic wooden beams. In contrast, the wallpaper and lighting are modern, bringing the room to life while matching the navy and white colour scheme featured throughout [MJP@TheShepherds](https://www.instagram.com/mjp@theshepherds).

Mark Poynton and General Manager, Bradley Dorrington, believe in quality over quantity. For this reason, the fine-dining restaurant employs six staff, has eight dining tables, and is open from Thursday to Sunday. They believe in being the best of the best, in keeping these numbers low ensures customers will enjoy the best dining experience possible.

The food and drinks menus are constantly developing and changing, focusing on some of the finest, seasonal, local produce from the Cambridgeshire area. That said, Purezza is a constant. Fish, plant, and meat plates can all be small or large, giving the customer the freedom to customise their dining experience.



## The Challenge

MJP@TheShepherds has a strong focus on quality and sustainability. The team were looking for a water solution that would be great-tasting, with a premium bottle design and limiting the amount of waste produced.

With the bar area being small and only having one fridge, space for storing plastic and glass bottles was limited. A solution allowing bottling to take place on-site would be preferable.



“If there was one thing I would recommend to any restaurant owner it would be Purezza. Any restaurant I manage in the future will definitely have a Purezza system fitted. It really is a no-brainer” - **Bradley Dorrington**

## The Solution

When looking for the perfect solution, the General Manager of MJP@TheShepherds, Bradley Dorrington, said in terms of taste, sustainability and storage, the Purezza Jet-In ticked every box. The team were impressed that the system did not look out of place at their bar and gave them instant access to chilled and sparkling filtered water.

Mark, Bradley, and the team at MJP@TheShepherds believe everyone needs to do their bit for the environment and say that if it's as easy as not getting pallets of water delivered, then why wouldn't they? The time saved not having to order water and arrange waste collection only adds to the benefits of Purezza.

With reusable bottles and taps that provide great-tasting filtered cold and sparkling water instantly, the issue of only having one fridge behind the bar to store bottled water is no longer apparent. The restaurant now has cold water on tables and in hotel rooms, and the single fridge is free for other beverages such as wine and beer.

Purezza water is also proving to be commercially beneficial and popular amongst customers. When analysing sales figures, Bradley noticed that since opening in August 2020, the team have welcomed around 4,000 customers, selling around 2,500 bottles of Purezza water, which works out to be 62.5% of their customer base. Furthermore, with their contract paused during the coronavirus lockdown, Purezza has provided a healthy return on investment.

