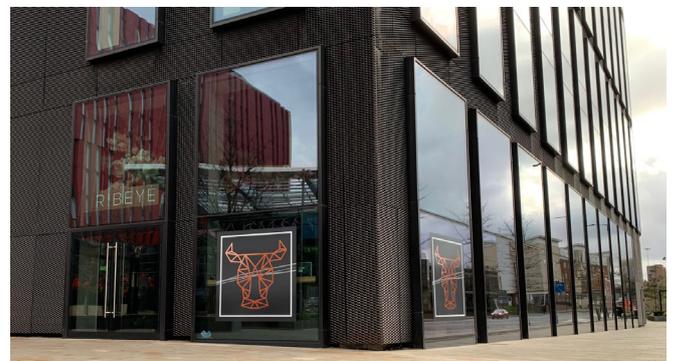




## Ribeye Steakhouse Case Study

Ribeye Steakhouse is the steak connoisseur's choice. Located within the bustling and dynamic First Street complex in Deansgate, Manchester, Ribeye Steakhouse offers the best quality ingredients prepared and served by the finest chefs. The restaurant bases its philosophy on 'It's All About The Food' and pays homage to the very best beef, not only from around the world but also our shores. The lavish 140-seater halal restaurant boasts Manchester's first dry bar, with an extensive range of tasty mocktails, homemade, low sugar sodas, and Purezza Still and Sparkling Water on the menu.





When the owners of Ribeye began their journey many years ago, their vision was to bring forward a premium dining experience for those who had never had the opportunity to experience this before in Manchester. Sohail Kaushal, the owner of Ribeye Steakhouse, says that the idea for this restaurant came about when he and his family went out for dinner in Manchester. Unable to find a restaurant that met their needs, they were looking for a restaurant that served high-quality halal dishes without alcohol being on the menu. They found that the only restaurants that provided this offering predominantly served traditional Indian cuisine. They were after something a bit different.

Sohail opened Ribeye Steakhouse, the first restaurant of its kind in the area, in 2019. Customers can expect all of their favourite dishes including, everything from Halloumi cheese to fish of the day while specialising in steak and hosting a dry bar.

In terms of the décor of the classy establishment, Sohail took inspiration from all of his favourite lavish restaurants, which led to the implementation of a striking marble bar and matching tabletops, eye-catching greenery and flowers, and impressive lighting. Striving to be the best of the best, Ribeye hired the best chefs around from those top restaurants, ordered the highest-quality ingredients, and made sure they were appropriate with their faith.

Sustainability also played a big part in Sohail's decisions. He wanted to be as sustainable as possible and recognised limiting plastic waste would be a great way of doing this.



## The Challenge

As everything in the restaurant is top of the range, Ribeye was looking for a premium filtered water solution that offered healthy profit returns, great-tasting water and could cope with the high demand of a busy restaurant. Having a dry bar further meant that Ribeye's water solution had to complement the menu and provide guests with a choice of high quality still and sparkling water.

In addition, the solution had to be sustainable and support the restaurant in reducing single-use plastic waste.



“Every part of the Ribeye experience was carefully selected by the team and I. This includes choosing Purezza water, which is commercially beneficial, great tasting still and sparkling water, and keeps our plastic waste low.” - **Sohail Kaushal**

## The Solution

The Purezza P1 Bar was installed for the opening of Ribeye Steakhouse in 2019 and has been a worthy investment. With the restaurant being a start-up, and Manchester's first dry establishment of its kind, great-tasting, profitable, still, and sparkling water was a necessity.

Implementation of the Purezza solution had an immediate impact on Ribeye's bottom line and carbon footprint. By serving the still and sparkling water in Purezza's reusable bottles, Ribeye eliminated single-use bottled water, significantly reducing its glass recycling collection costs and subsequently, reducing the number of bottles going to landfill.

Further, as the restaurant is located in the centre of Manchester where storage space is at a premium, Purezza's dishwasher safe, reusable bottles ensured restaurant efficiency in terms of saving space.

With still and sparkling water a popular choice on Ribeye's dry drink menu, and Purezza water quickly becoming a customer favourite, the P1 Bar dispenser efficiently caters for the high demand of cold, ambient and sparkling water, allowing for fast, multi-bottle filling even at peak times.

The stylish, feature-rich worktop dispenser is nicely tucked away in the corner of the kitchen at Ribeye, not taking up space and easily accessible for bar staff.

