

**PUREZZA™**

PREMIUM WATER



Hospitality industry  
restart guide

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## Introduction

The impacts of COVID-19 have been far-reaching, leaving the industry with numerous new challenges to overcome in the coming months and years. New hygiene protocols, government-enforced reductions in customer activity and changing commercial models will all combine to re-shape the sector.

As a global supplier that has built its reputation exclusively in the hospitality sector, Purezza Premium Water takes great pride in its support of the industry.

Over the course of recent months our teams have been in steady dialogue with our customers in many countries. This dialogue has provided us with the opportunity to accumulate useful information and guidance about re-building our wonderful industry.

The objective of this document is to share some of those insights, from the re-commissioning of your Purezza equipment, to general hygiene guidance and commercial assistance.

We are here to help and we hope that you find benefit from the information through-out as we all restart and rebuild.



## What to do to restart your dispenser and keep it operating hygienically

We realise more than ever that protecting your employees and customers is paramount as you return to the workplace following the lockdown.

We have prepared these guidelines to offer practical support to help keep your dispenser clean and safely performing at its best.

Our advice for customers is to encourage and support regular dispenser cleaning regimes with a strong focus on hand hygiene and social distancing.

This will enable you to continue to provide vital access to the drinking water your employees and customers need, with confidence.

Heightened hygiene will serve to safeguard your employees and customers as we continue to navigate these uncertain times together.

# Using a Purezza machine after a period of disuse

Before using a dispenser, machine or equipment for the first time following a dormant period, we recommend taking the following steps:

## Best practice for machines

If the machine has been turned off, turn it back on and allow at least one hour before using the machine to provide sufficient time for the heating and cooling of the water to take place. Turn the water and CO<sub>2</sub> gas supply back on if either has been turned off.

If the machine has had a break in operation, dispense a minimum of 5 litres/1 gallon each of ambient, cold and sparkling water, and 3 litres/0.6 gallons minimum of hot water. You may need to flush more water to meet taste preference. Dispose of the water.

Flushing helps to remove stagnated water from the system. For sparkling units, flushing also clears any possible air bubbles that may have formed in the water lines. Changes in temperature and exposure to light can also affect taste and odour.

Sanitise all external surfaces of the machine, including all nozzles/taps/tap handles, decals, drip trays and fonts using a food grade sanitiser such as AquaDosa.

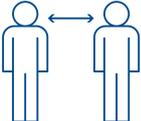
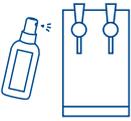
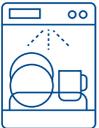
## Best practice for other products

### Drinking vessels

Wash all glassware, re-usable bottles, carafes and other drinking vessels by hand using hot water and dishwashing liquid, then rinse. Place in a dishwasher or glass washer and run through two wash cycles to clear any residue.

# Enhancing day-to-day hygiene protocols

Once you have followed the restart procedures, use every opportunity to encourage regular sanitisation of equipment and consumables as well as heightened personal hygiene protocols to help prevent the spread of germs.

Best practice	
	<p><b>Personal hygiene</b></p> <p>Wash or sanitise hands with an alcohol-based gel before and after you use your dispenser. Whilst at the dispenser, cover sneezes and coughs to help prevent the spread of germs. We recommend keeping a hand sanitiser and tissues within easy reach of the dispenser, and a bin to dispose of used tissues.</p>
	<p><b>Social distancing</b></p> <p>Keep a safe distance from others when you fill up at the water dispenser. It is recommended that a distance of at least 2 metres/6ft be maintained at all times.</p>
	<p><b>Dispenser sanitisation</b></p> <p>Use a spray disinfectant such as AquaDosa or disposable disinfectant wipes to sanitise your dispenser regularly. Pay particular attention to the dispensing area.</p>
	<p><b>Drinking vessel sanitisation</b></p> <p>All glassware, re-usable bottles, carafes and other drinking vessels must be washed in a dishwasher or glass washer after every use without exception. A second cycle for all items is recommended. If you are using disposable cups, encourage disposal after each use, do not reuse or leave for others to dispose of.</p>

# Protocols for on-site installation and servicing



Our service engineers and technicians follow strict hygiene protocols. Communicate the hygiene practices at your venue to your customers to ensure the safety of our workforce during visits to your premises, as well as safeguarding your own workforce.

These include avoiding physical contact with customers, including hand shaking or sharing items such as pens or tools; maintaining the recommended distance from customers; applying hand sanitiser before and after every site visit; wearing latex gloves throughout the visit and disposing after each job; and using sanitiser spray or wipes to disinfect the dispenser.

If there have been confirmed COVID-19 cases in your workplace, engineers may, at their discretion, choose not to proceed with the visit. Engineers who are suffering symptoms themselves will not attend until they are free of symptoms and declared safe to return to work.

# We're here to help



We are here to offer practical support to help you keep your dispenser clean and safely performing at its best. We're happy to answer any additional queries you may have to get you safely back up and running.

We have a variety of products to help you achieve heightened safety in the workplace:

- Aqua Dosa, a powerful disinfectant spray and disposable wipes for the dispenser that provide 24-hour protection
- An extensive choice of dishwasher-safe reusable bottles and glassware
- Shrink-wrap, tamper-evident bottle seals
- Custom dishwasher racks for improved cleaning

# General operational guidelines for protection against COVID-19

In order for venues to do everything possible to protect their patrons and guests from COVID-19 we recommend following the general guidelines below, at a minimum. We must stress that local government guidelines must also be followed at all times, and these guidelines supercede guidance below.

Best practice measures for keeping patrons safe:

## Restaurants, Cafés, Bars

Enforce social distancing and limited number of patrons effectively.

Introduce a sign in / sign out process to allow for contact tracing.

Remove any communal “buzzer” or similar alerts for food orders.

No communal water jugs or water taps.

Replace hard-copy menus with chalk-boards or personal device-driven order platforms.

Place hand sanitiser at every table, as well as in all washrooms.

If possible, accept payment only by “tap and go”.

Follow all local government guidelines relating to COVID-19 operations.

Always promote your hygiene credentials, such as hygiene star ratings, to your customers. For any additional hygiene protocols that have been implemented, create promotional items to outline this at your venue.

Wherever possible, assign individual pieces of equipment to individual staff members on each shift (not allowing more than one person to use each piece of equipment). Examples of equipment could be beer taps, water dispensers, coffee machines etc.

Consider under-taking a regular venue sanitising process using UV / Ozone technology, by acquiring the services of a specialist sanitisation expert.

# General operational guidelines for protection against COVID-19

## Best practice measures for keeping patrons safe:

### Hotels

Remove all buffet-style dining, or have buffet food served to patrons only by hotel staff.

Encourage in-room dining, including beverage service.

For all restaurants, cafés and bars ensure the protocols on the above guide for restaurants and cafés are adhered to.

Place social distancing markers or partitions in all public areas where guests form queues, such as reception areas.

Implement mobile and contactless check-in and check-out systems to reduce the requirement for employee / guest contact.

Place hand sanitiser at the entrance to all lifts on all floors, as well as all public washrooms and gymnasiums.

Clean rooms thoroughly using virus-destroying commercial cleansers.

Clean all public areas at regular intervals through-out each day with virus-destroying commercial cleansers.

Follow all local government guidelines relating to COVID-19 operations.

Always promote your hygiene credentials, such as hygiene star ratings, to your customers. For any additional hygiene protocols that have been implemented, create promotional items that outline the “step by step” changes that have been made and display these through-out the hotel.

Wherever possible, assign individual pieces of equipment to individual staff members on each shift (not allowing more than one person to use each piece of equipment). Examples of equipment could be beer taps, water dispensers, coffee machines etc.

# Tips for increasing revenue at your venue

The COVID-19 pandemic has presented challenges but it has also provided a great opportunity for venues to review, revitalise and innovate how they generate revenue. Below are some of the effective ways that our customers have been able to augment their commercial models, resulting in new revenue streams or increased effectiveness of tried and tested concepts.

## Turn your existing customers into promoters

Your existing customers can be your most prominent advocates. Treat them well, and they will, in turn, spread the word about how good your restaurant is. When they visit your restaurant, try to recognise them, what they previously ordered, what reviews they gave, and so on. Try and use this valuable data to recommend new dishes to them. Such actions will make them feel needed and valued. You can also present them with specials or offers to encourage them to return.



## Analyse your profitability data

Ensure that you have a detailed understanding on the profitability of every item on your menu, including all costs to prepare and distribute those meals (for example, in-house dining compared to take-away or home delivery).

Logically, if you can understand which items are most profitable, you should promote these items heavily. Train your staff to always offer these items first, every time they are asked by a guest to provide a recommendation.

You can also use these most profitable items to form the basis of any specials or “combo deals” that you offer.

**Finally, if you have items on your menu that have low net profitability, change your menu!**

# Tips for increasing revenue at your venue

## Upselling

Upselling is the most common strategy for restaurants to boost their profits. For you to successfully upsell your menu items, your staff must be very well trained. No upselling technique would work if the wait staff do not develop a rapport with the customers or are not in sync with all the menu items.

Offer your patrons sparkling water immediately after they sit down. Offer a side salad with a main meal. Or offer dessert and make a recommendation to persuade them.



## Expanding table turnover rate

With social distancing and maximum gathering restrictions in place, managing your table turnover rates are vitally important. By increasing your table turnover rate, you will be increasing the number of customers that you will serve in a day.

You can achieve this by ensuring that the bills are presented and collected promptly, that the tables are cleaned and reset as soon as your guests leave. You may even decide to implement a time limit on each seating, but you must ensure this is communicated to the patrons.

## Social media presence

One of the most effective ways to get your venue noticed and increase sales is by harnessing the power of social media platforms and making your presence felt on these platforms. If possible, create social media pages for your venue. Make sure that you update these pages regularly by uploading pictures and posts about upcoming events that your restaurant will be hosting, as well as your best menu items and positive reviews.

Wherever possible, encourage advance bookings on your social media accounts, as this will help with increasing revenue, but also with planning table turn-over.

# Tips for increasing revenue at your venue

## Providing offers & “happy hours”

Offers and Happy Hours have been around almost as long as restaurants themselves, but they still work!

It is a well-known fact that liquor almost always brings in the most profitable sales in a restaurant. With many government regulations restricting alcohol service to customers that also order a meal, there has been no better time for you to combine a meal offer with a half-price alcoholic beverage alcoholic sparkling water beverage or non-alcoholic sparkling water beverage.

Or, consider creating a set of “Combo Meals”. Offer a starter, a main meal and a beverage all for one attractive package price. Don't forget to market your offers and deals well on all marketing channels, including all of your social media accounts.

## Leveraging online ordering

If you have not already ventured into the domain of online ordering, you will be losing out on many potential customers. In addition to this, if you already have a full booking schedule on any given sitting and can't seat another table, doesn't mean you can't sell?!

Various online delivery channels will reduce your dependency on in-house delivery, thus further cutting down on your expenses. In all, online delivery is an extremely lucrative arena, where all restaurants can venture and see the influx of sales.

## Distributing pamphlets & posters

Merely opening your restaurant and expecting to see the influx of customers may well be a big mistake. In these challenging times for the industry, it is vital that you have marketed your restaurant well. Both online and offline marketing should be given due importance (not just online!).

Remember, many members of your local community, particularly the older generations, are not comfortable using online booking platforms or social media. At the same time, these groups often have the highest disposable incomes!

To capitalise on this, consider the “old school” approach of delivering flyers and pamphlets to surrounding residential and business premises.

## SMS and email marketing

SMS/email marketing is a definite way to create a short-term relationship with your customers. Since you will already receive all of your customers' information from your customer database, use it to garner more sales at your restaurant.

Whenever you are planning to provide offers at your restaurant, send an SMS/email to all the customers from your database. These messages generally also contain links to online ordering sites. Hence, they will be compelled to visit the website mentioned and order, thus increasing sales. No one can ignore an invitation directly to their inbox! Try these SMS and email marketing tips to double your restaurant business.

# Tips for increasing revenue at your venue

## Innovate

Try introducing a home-made soda menu, which you can charge at a premium to pre-mixed beverages.

Try setting up a small retail store, selling some of your most popular ingredients to customers as they are leaving the restaurant. If they liked the pasta you use, sell them a pack to take home. If they liked the olive oil you served with the bread, sell them a bottle. If they liked the bread, sell them a loaf to take home!

Research the hot trends in food service and try them in your venue. Could you introduce a small plates menu? Could you include more vegan and vegetarian items on your menu? Could you introduce gluten-free items?

Ask your staff! - your team is probably made up of people of all ages, from all walks of life and ethnicities. Ask them about what ideas they might have to bring in extra revenue. It's in everyone's interest that your venue is profitable.



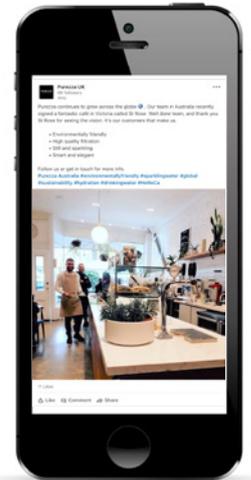
# How else can we help?

At Purezza, we want our customers to not just survive, but thrive, in this new trading environment. To help with this, we are pleased to offer the options below to further assist our customers in this journey.

## Social media cross-promotion

Would you like some help on getting the word out about your restaurant on the Purezza social media accounts?

Limited free of charge opportunities are available; just ask your local Purezza Sales Rep or Customers Service Team about free promotional opportunities through the Purezza Social Media platform.



## Additional dispense point

To assist with distancing and to reduce the requirement for using shared dispense equipment, Purezza may be able to add an additional dispensing font without the need to add an entire chilling machine.

A second dispense point provides an option for the venue to assign individual dispense points to individual employees as mentioned in the “day to day hygiene protocols” section.

This is a low cost, and generally fairly simple, method for providing additional dispense points, but with a significantly reduced cost compared to adding an entire system.

## Heat-shrink plastic bottles seals

Couple your Purezza bottles with tamper-evident, shrink-wrap seals. The seals are easily applied to bottles in an instant using a hair-dryer or heat gun and are available in numerous colours and models, including clear, matte and gloss finishes.

Bottle seals are inexpensive and have far less waste and environmental impact than single use bottles. The break-seal option comes in either clear perforation or simple tear-strip.



# Hygiene-related POS material

We also have a range of collateral items which can be used at your hotel or restaurant to assist with some of the recommendations made in this document. These include -

- Social distancing markers.
- Hygiene credentials promotional items.
- Point-of-sale assets and table talkers promoting hygiene and safety protocols.



To find out more about how you can reduce risk in your venue using any of the above products or services, and associated pricing, please contact one of our customer service representatives on:

Tel: 0333 323 2735

Email: [enquiries@purezza-water.co.uk](mailto:enquiries@purezza-water.co.uk)

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