



**EXUBERA**  
pro  
premium carafe water system

### State of Water Today

Recently water has become a hot topic. Bottled water waste and contaminants in tap water just to name a few. Restaurants have been taking notice.

Those who favor bottled water tout the taste and alleged purity, and cite the poor quality of tap water. Opponents talk of the waste and high cost, and point to the safety of tap water. The optimal solution lies somewhere in between. Filtration technologies, some even used by bottled water companies, are available to everyone and can produce some of the highest quality water available.



Exubera Pro CT System  
EV9333-40



Exubera Pro UC System  
EV9333-50



Exubera Pro UC Tap  
EV9333-52



Coldrink 2-MC<sup>2</sup>  
Water Filtration System  
EV9328-02

### Making Money

Let's face it, no matter how much you enjoy your job, you are here to make money. Premium Carafe Water is a way for you and your location to profit. Selling just a few of your customer Premium Carafe Water can increase your tips.

5	Working 5 nights a week:
10	Serving 10 carafes of water/night
\$4	At \$4.00 per carafe
50	50 weeks per year
\$10,000	Increase in annual sales

What's more, if your operation has chosen to replace bottled water with Premium Carafe Water, your location is saving thousands of dollars in waste, ordering and holding costs.



**EVERPURE**  
WATER YOU CAN TRUST®

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### SELLING PREMIUM CARAFE WATER



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## UNDERSTANDING PREMIUM WATER



### Tap Water

The Environmental Protection Agency (EPA) and your municipality go to great lengths to ensure your tap water is as safe as possible for you to drink. The methods used make the water safe, but can have an effect on the taste and quality.

Just because tap water is mostly safe, doesn't mean it can't be greatly improved. Water can become contaminated on the way to the tap or possess characteristics that many people find objectionable.

If you are interested in obtaining report about your municipalities water quality, visit [epa.gov](http://epa.gov).



### Bottled Water

Bottled water comes from a variety of sources and the label can help you understand them. The FDA regulates names based on the source.

1. Spring Water – Derived from an underground formation from which water flows naturally to the earth's surface
2. Mineral Water – Derived from an underground source that contains at least 250 ppm total dissolved solids
3. Purified Water – Treated with a process such as distillation, reverse osmosis, or deionization
4. Artesian Water – From a well that has a confined underground source, often referred to as an "aquifer"

Be careful with waters that claim "pure" or "natural", as the FDA has no regulation for these terms.



### Premium Carafe Water

At Everpure we have been providing the foodservice community high-quality water for over 75 years. We have developed a six step process that enables restaurants like yours to manufacture high-quality water on site. These steps are especially important to you and patrons:

1. Filtration Solution – Based on your specific water quality we design a filter system that removes contaminants that cause poor taste and quality
2. Water Appliance – Everpure water appliances deliver 3 kinds of water; chilled, chilled carbonated, and ambient, so guests receive the same choices as with other premium water

### Service Tips:

Giving people a simple clear option on their water choice is the first step:

**"For your water, would you like tap or our premium-filtered, sparkling or still?"**

Customers will always appreciate the choice of tap water, and if they ask for sparkling or still you can inform them of your products.

Presentation is key. Walking in, customers have expectations of what experience they should receive. Premium Carafe Water will contribute to those experiences and often exceed them. Small things, like using a wine glass for water service will contribute greatly to the perceptions of quality.

### Frequently Asked Questions:

I think tap water tastes fine, why should I pay for this?

*We have invested in a commercial grade filtration system to give you the highest water quality possible. I think the best way for you to tell the difference is taste it. Let me get you a glass of tap water and premium carafe water to try.*

How is this different from tap water?

*Although safe in general, tap water can have a number of objectionable tastes, odors and contaminants like chlorine, turbidity & cysts. Our filtration system removes contaminants leaving you with premium-quality water.*

### Benefits:

There are numerous benefits of serving Premium Carafe Water for you, your restaurant, and the environment.

#### You and Your Restaurant

- New menu item to offer customers
- High-quality drinking water
- Reduction of expensive waste & holding costs
- More storage space for other new offerings

#### Environment

- Almost 70% of all water containers end up in landfills
- 115 million gallons of gas are used to transport prepackaged water in the US

