



THE ART OF AUTHENTIC PURE WATER.  
VERO IS A HEALTHY LIFESTYLE CHOICE  
FOR **INSPIRED** LIVING.

Vero Water® is a leading provider of luxury, still and sparkling water to the hospitality industry.

Vero's unique water purification and bottling process allows clients to purify, bottle and sell Vero's branded luxury bottled water on-premise and on-demand - swiftly, profitably and sustainably.

## MAXIMUM VALUE

- ✔ Increase water revenue & maximize profits
- ✔ Sustainable & eco-friendly
- ✔ Superior guest experience
- ✔ Track, analyze & grow sales
- ✔ Eliminates shrink, inventory, storage & reordering

## PRODUCT & SERVICE

- ✔ Turnkey & seamless installation
- ✔ Staff training & continued education
- ✔ Highest standard for purification
- ✔ Consistently pure, crisp & clean taste
- ✔ Concierge level service & proactive maintenance

877.727.8376 info@verowater.com verowater.com

Water is projected to be the leading consumed beverage in the soft drink industry in the United States by the end of 2016.

International Bottled Water Association



## HOWEVER

**85%** of consumers choose tap water rather than buying bottled water when dining out because of the high menu price.

In the hospitality industry, high dollar margin per bottle has clouded the reality of low buy-in rates (< 20%) at most establishments.

Vero Water provides a full scale and turnkey solution to increase opt-in rates and sell water to the untapped 85% of guests. Clients using the Vero bottling system are profitable from day one.



# MOST PROFITABLE WATER BRAND YOU CAN OFFER

|                           | <b>VERO WATER</b>        | IMPORTED BOTTLED WATER |
|---------------------------|--------------------------|------------------------|
| CLIENT'S COST PER BOTTLE  | <b>\$0.15</b>            | \$1.40                 |
| CUSTOMER OPT-IN RATE      | <b>20% - 70%</b>         | 5% - 15%               |
| CLIENT'S PROFIT PER GUEST | <b>\$0.85</b>            | \$0.25                 |
| CLIENT'S MONTHLY PROFIT   | <b>\$3,500</b>           | \$1,000                |
| SHRINK                    | <b>NONE</b>              | HIGH                   |
| CARBON FOOTPRINT          | <b>MINIMAL (ON SITE)</b> | HIGH (IMPORTED)        |

## MAXIMIZE YOUR PROFIT

### CHARGE PER GUEST/TABLE WITH FREE REFILLS

If bottled water is ordered by less than 20% of your guests, take advantage of Vero's unique fixed cost per guest pricing strategies to see your water profits soar.

Inform your guests that for a fixed amount (\$1 - \$3) per person they will receive as many bottles of still and sparkling Vero Water as they like. This affordable up-sell opportunity will change your customer from drinking free tap water to happily paying for Vero Water.

### CHARGE PER BOTTLED CONSUMED

If your restaurant already sells bottled water to a majority of your guests, simply offer Vero Water instead and we'll cut your cost per bottle in half with our low fixed monthly rate.

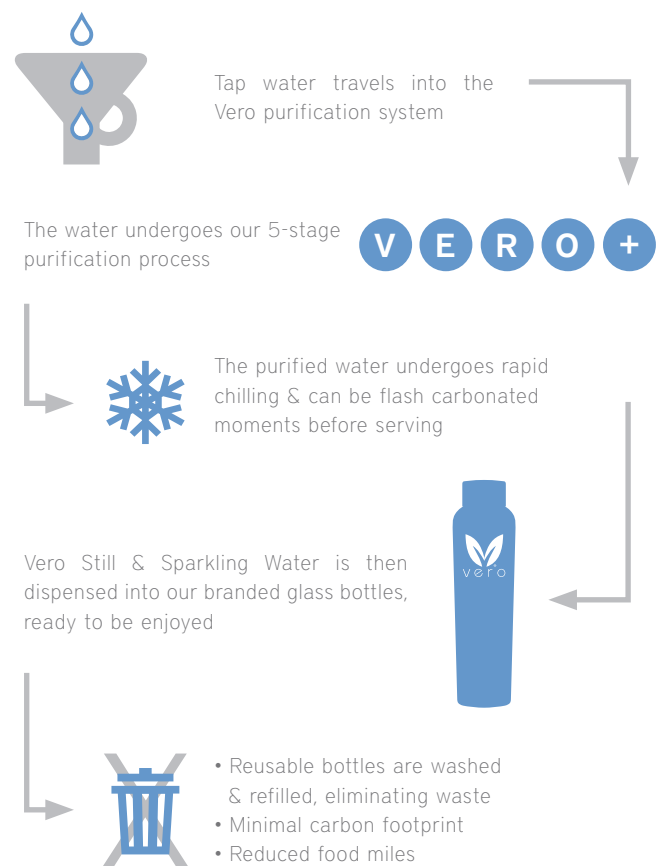
No matter how you're selling water today, switching to Vero will always make you more money in the end.

# THE RIGHT SOLUTIONS FOR YOUR NEEDS



Vero offers a range of on-site water purification solutions, customized to meet the needs of restaurants, bars, lounges, corporate offices, resorts, hotels and industrial kitchens. Let us help you find the right Vero system to meet your needs.

## SUSTAINABLE & ECO-FRIENDLY



## ALL STANDARD LEASES INCLUDE

 Free shipping

 Free maintenance

 Complimentary filter replacements

 Free installation

 Free emergency service

 24/7 phone support

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