



Customer

Galvin La Chapelle

Industry

Catering and hotel industry

Foundation

opened in 2009

Location

London, UK

Chef Patron

Jeff Galvin,
Master of Culinary Arts

Awards

UK restaurant of the year 2010
AA Chefs' Chef of the Year 2011
9th most influential chefs in the UK

Website

www.galvinrestaurants.com

GALVIN LA CHAPELLE CREATES A DIFFERENTIATING OFFER FOR THEIR CUSTOMERS

OVERVIEW

Opened in 2009, Galvin La Chapelle in Spital Square, London, was the third restaurant to be launched by the brothers Chris and Jeff Galvin. Within less than a year, Galvin La Chapelle was firmly positioned on the culinary map having been awarded Restaurant of the Year by both Tatler and the AA. Twelve months later, it had already achieved its first Michelin star.

Unsurprising for such a premium location, the choice of brands that are promoted within is not a decision that can be taken lightly. A BRITA VIVREAU Table Water Bottling System has been installed with Galvin La Chapelle since the first day of opening.

BENEFITS



Freshly-drawn

Water always available
fresh from the tap



Profitably sold

Space savings and
greater cost-efficiency



Specially branded

Served in stylish
branded bottles



Served in the traditional manner

Great-tasting and
locally sourced

“BRITA VIVREAU has had a very positive impact. Not only is it fantastic water that is loved by our customers, but it has also helped us to reduce our carbon footprint.”

Antonio D'Agostino | Restaurant Manager

 **BRITA**[®]



THE RESULTS

Presented to the customer in Galvin branded bottles, it is very much about premium water for a premium venue as Antonio D'Agostino, Restaurant Manager explains:

„BRITA Vivreau has had a very positive impact on Galvin La Chapelle. Not only is it fantastic water that is loved by our customers, but it has also helped us to reduce our carbon footprint and gives a very positive environmental story for our staff to pass on to our customers.“

BRITA Vivreau maintain the Galvin La Chapelle system every 2-3 months, a service that Antonio believes is essential to the relationship: „By having a BRITA Vivreau representative visit the restaurant at regular intervals, we can be confident that the machine is in pristine condition, and that the water within remains of the highest quality.“

THE SOLUTION

Although entrenched within Galvin La Chapelle since the opening, it is only in the last few months that BRITA Vivreau's new bottle design has been introduced. As Antonio explains, it has gone down very well with his customers: „As soon as we took delivery of the stunning new bottles, we had many customers who wanted to purchase them as souvenirs of their visit. Our belief is that with BRITA water and the new bottle design we have an offering that differentiates us from other restaurants in the vicinity.“

The BRITA VIVREAU is stored within the kitchen at Galvin La Chapelle with the water being dispensed prior to service and stored within fridges in the restaurant so that it is ready to go: „Filling and dispensing the Swing bottles could not be simpler and by doing it in bulk prior to opening, means that we always have filled bottles within the restaurant. The customer is our main feedback and we sell over 300 bottles of branded water every day - that is testament to the quality of water that our customers appreciate day after day.“



It is essential that any brands we choose to work with, share the same high standards and expectations as the team within Galvin La Chapelle. For this reason, we only work with brands that are able to offer high levels of service, training and product quality.

Antonio D'Agostino |
Restaurant Manager

FOR MORE INFORMATION

BRITA GmbH
Heinrich-Hertz-Strasse 4
65232 Taunusstein
Germany
Tel.: +49 9401 607-200
Fax: +49 9401 607-222
wasserspender@brita.net
www.brita.net