

Selling water in your community venue makes sense. There is a greater profit margin on bottled water than many other drinks. It's a win win for health and profits!

Community venues are in an ideal position to positively influence the health of community members by providing and promoting water.

Why is water important?

Water is the best choice, it contains no energy (kilojoules), won't damage teeth, has no caffeine and is the best fluid for hydrating the body. This is especially important during physical activity.

Water and your food service

Water should always be available and affordable.

Promotion

- Include water in all meal deals as standard
- Offer incentive e.g. loyalty water card

Price

Make water cheaper than other drinks

Product

Still and sparkling water

Water in dispensers with fruit and ice



Position

Make water the feature

- Place at eye-level
- Fill the fridge with water only
- Offer cold and room temperature water
- Place water in prime positions e.g. next to the register, create a display on a shelf/counter

