MODA™

Sparkling

How To Double Your Profit Margins With Sparkling Water On Tap

The Moda Five-Step Guide

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"Enterprising restaurants now offer limitless water via dispenser systems such as **MODA**... It's one of the smartest initiatives I've seen in the past 10 years of wining and dining, slashing the number of bulky, heavy, glass and plastic bottles of water shipped from France, Italy, Sweden or Fiji. The restaurateur saves on transport, delivery, storage and refrigerator space; the diner saves on cost; and the environment saves on massive carbon emissions. Not to mention all the associated labels, screw-caps, boxes, pallets, forklifts, freight, loading and unloading, washing, cleaning and recycling."

TERRY DURACK, FOOD CRITIC & JOURNALIST



Quality water is essential to life and the viability of your business.

But it's no longer just a tool of the trade. It's front and centre. An opportunity to wow your customers, enhance your venue and gain an advantage over your competition.

Under a partnership with **MODA**, a premium Italian Still & Sparkling water on-tap system is professionally fitted in your venue through a simple turnkey model.

The system **seamlessly replaces bottled water for a fraction of the cost**. It works whenever you do, delivering all the water needs for your establishment.

A **MODA** on-tap system:

- → increases profits
- → reduces waste
- → improves productivity
- → frees up fridge and storage space
- → is good for the environment

You'll delight regular customers and win over new ones with the most refreshing and best tasting still and sparkling water, delivered in a more convenient and sustainable way.


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PURE WATER
MODA
Still
No.1 FOR TASTE
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Step 1
Boosting Your Margins

Stop for a minute to think about the dynamics of your business and some of the real costs.

Put a dollar figure on the following and you quickly see how much a **MODA** system saves you in time and money:

- → Less time spent ordering
- → Lower staff costs in unloading stock and stacking fridges
- → Savings on storage space
- → Savings in bin and waste disposal costs

We'll make way in your fridge for the latest drinks – be it craft beer, Kombucha or natural wine – and give your bar staff more room for prep and service.

Switch to **MODA** now!

A business selling a dozen cases of water per week can **increase profits by as much as $10,000 per year**, every year.

Sell half this to see $100 per week on your bottom-line. While bigger businesses with higher trade make even more with **MODA**.

MODA reduces your overall operating costs and increases your margins as well.

Tip!

Ask Your Sparkling Specialist **For a precise estimate of the return to your bottom-line**


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Prices on bottled waters are constantly on the rise, adding to your cost of goods sold (COGS). **MODA** can drastically reduce these COGS to **as low as 10 cents per serve**.

Price the product on your menu as you would bottled water or slightly lower, either under a per serve or 'limitless' per head offer. We see anything from $10 per bottle in 5-star hotels, to $5 or $6 per head in Hat restaurants, to just a few dollars per head or per serve at on-trend cafes. Ultimately, your pricing is based on how your establishment is positioned and how this product is in turn positioned on your menu. Also take into consideration what you are trying to achieve – be it accentuating the customer experience, adding value elsewhere or pursuing sustainability goals.

Volume pricing and limitless offers are popular as, contrary to bottled water, the **MODA** fixed fee offer means COGS go down and not up with volume. Yes, every additional litre of **MODA** costs you very little, so that your pricing decision can be based on volume without impacting on costs. Even when the product is sold per bottle (or glass), there is no reason not to be generous in terms of splashing the sparkling around. A complimentary bottle for the table with their next bottle of wine or for the chin-strokers ordering another round of coffees.

Some establishments offer the product integrated into a meal deal or as part of a lunch or dinner package. There may even be an argument for a complimentary offer where the business is looking to accentuate core lines like wine sales or accompanying a black coffee.

You can extend the value of your system by using it for your spritzes and mixed drinks and add new, custom sodas & spritzes to your menu. Premium drinks pitched as evocative journeys of taste steeped in the aromas of sun-soaked orchards. Phenomenal margins here coincide with the return on sparkling water to double your profit margins overall.

Tip!

Ask Your Sparkling Specialist
To review your menu pricing & serve size

"**MODA** enables you to 'localise' your water supply rather than extracting it bottle by bottle from the other side of the world. While on an operational level the system will streamline your business, reduce costs and ultimately improve your bottom-line. Of course it tastes great too!"

KYLIE KWONG, CELEBRITY CHEF



Step 2
Focusing On More Important Things

We don't need to tell you. There's an endless checklist of things to get right as a successful business operator today.

The F&B world is becoming more sophisticated every day and it takes plenty of your precious time to be across its many facets. From food costs to demands for an ever-evolving menu, social media and managing staff, upkeep of your equipment and the ambience of your venue.

Water is such an important part of your offering, which is why it's good to have it streamlined and self-contained to allow you focus on these many other demands.

Staff waste less time on tedious tasks like ordering stock, unpacking boxes and restocking the fridge with bottled water, and then filling bins and taking them out at the end of the shift.

These extra hours can be spent providing guests with better customer service which often turns them into repeat customers – and **repeat customers usually account for up to 40% of your business.**

"**MODA** has helped simplify an important aspect of our operation. Their attentive and personable service has been a standout."

SOMER SIVRIOGLU, MASTERCHEF,
EFENDY & ANASON AT BARANGAROO



Consider this vignette from restaurant owner Utku Ayhan, of the bustling Middle-Eastern eatery Sefa Kitchen, who has made the move to **MODA**:

"It's just saved us so much in terms of ordering and handling as well as fridge space. Our customer proposition hasn't changed, when we seat people we ask 'still or sparkling?' The product speaks for itself in terms of taste and effervescence, what's more our margins are better and if anything we are selling more sparkling water. Staff love it too – and that also works for me."

"I think it's a better customer experience overall. Think of it this way, previously staff were lifting half a dozen heavy boxes with every delivery and wasting time stacking fridges. Not anymore, not with **MODA**. *We're all definitely in a better mood to greet customers these days and we have more time for them."*

You might even find a minute to relax!

Tip!

Ask Your Sparkling Specialist

How Businesses like yours are getting the most out of MODA

“The perfect fit for our relaunched Foodhalls that focus on all things fresh, seasonal and local. The product is a hit!”

BLAKE HEAD, DAVID JONES



Step 3
Leveraging A Sustainable Business Model

MODA is the simple way you can reduce your environmental impact. Through your partnership with **MODA** you reduce food miles, disposable waste and your carbon footprint, and make advances on waste and emission targets.

Together we reduce the rising tide of plastic desecrating our beautiful oceans, beaches, parks and rivers.

While this is beneficial in itself, it is particularly beneficial to you as a business operator. Sharing the positive steps your business is taking to reduce your environmental impact enables you to **gain positive exposure on social media to attract new customers** and stand out from the competition.

Plastic pollution is the environmental issue of our times.

This is an evolving story, trending on social media replete with alarming statistics and graphic images of beaches and rivers desecrated by disposable bottles.

CONSIDER THESE STATISTICS FOR STARTERS

- → Worldwide one million plastic bottles are consumed every minute
- → That's 20,000 plastic bottles per second!
- → It can take up to 250mLs of oil to bring a bottle of water to market
- → It actually takes 3 litres of water to produce 1 litre of bottled water
- → Every minute a garbage truck full of plastic gets tipped into the ocean
- → By 2050 there will be more plastic than fish in the ocean

A MILLION BOTTLES
A MINUTE IS
NOT SUSTAINABLE

MORE
PLASTIC THAN
FISH IS
NOT
ACCEPTABLE



Rising population and rising consumption dovetails with reduced recyclingrates to make this situation worse by the day. While extraction of raw materials damages our natural environment.

It is estimated that each one of us already digests a credit card worth of plastic each month due to microplastics entering the food stream. An evolving issue for anyone in the F&B industry; foodies, health nuts, indeed all of us.

Staff can be across these issues and integrate them into discussions and dealings with customers to enhance your standing in their eyes. They recount this to friends and family, in the process engendering goodwill and encouraging return visits, which again are highly valuable to your business.

Tip!

Ask Your Sparkling Specialist

For a complete set of Sustainability Statistics and sources

"We've cleared out storage space to make way for even more whisky and reduced our carbon footprint by axing bottled water."

RUSS MCFADDEN, EAU DE VIE


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Step 4
Do's And Don'ts

Tip!

Ask Your Sparkling Specialist

For a bottle rack for your glass washer

MODA is No.1 for design, technology and taste, here are some simple tips to get the most out of your system:

→ **DO**

More than a facility, this tap is a feature. Choose a tap finish to match perfectly the style of your establishment. Be it Rose Gold, Matte Black, Antique Copper, Brilliant Brass, or Classic Chrome, we offer an unrivalled range of classic and contemporary styles to complement your fit-out.

→ **DO**

Use branded glassware to round off the experience. Serving the product in a **MODA** branded bottle meets customers' expectations of a bottle of water. It is emblematic of the bottled-water experience and enables you to maintain the product's premium positioning, perceived value and price tag. Keep bottles clean too. Sure this is obvious but, as with all glassware, a practice well observed.

→ **DO**

Locate the tap to optimise staff servicing of your restaurant. It may work best for your bar staff to operate the system; alternatively it may be better to separate it from your bar tender so floor staff can take control of the water and leave bar staff to focus on other drinks. Typically the product is dispensed on-demand as it is ordered, with or without a small buffer stock before service or at certain intervals through your service. The right set up both improves the quality of service and reduces leg work for your staff. This leg work alone may cover the cost of your system

"Environmental impact is the most important benefit for me. We also save on storage which is another great advantage."

MIKE MCENEARNEY,
KITCHEN BY MIKE



→ **DO**

Communicate clearly.

MODA is priced at or around the same price as bottled water either per bottle or per head under a limitless offer. The welcome offer when diners are seated as 'Still or Sparkling?' remains, but where the offer is a per head charge this should be clear. (Wait staff can use a slice of cucumber to differentiate guest's glasses as Still or Sparkling). Staff should be versed in the back story on sustainability and might even refer to other **MODA** partners, like 4-time World's Best Restaurant Noma, to underscore these efforts and make a point on quality in the process,

→ **DO**

Make the most of your system. Use it for **mixed drinks and spritzes** and extend your menu to include custom sodas & spritzes. There's a particular way to prepare and present these drinks with a natural, low sugar skew and continental or old-school aesthetic complete with paper straws and a fruit garnish. We can even tweak your carbonation level if need be.

→ **DO**

Speak out on social media.

MODA is a simple way to reduce your environmental impact. Sharing the positive steps your business is taking to reduce waste and plastic pollution enables you to gain positive exposure on social media to attract new customers and stand out from your competition. Equally you can circulate this update on your menu or simply flash a shot of your gorgeous new tap.

Tip!

Ask Your Sparkling Specialist

For tips on recipes & ingredients for Spritzes & Sodas

"We've had a great response from customers, who are greeted as always 'Still or Sparkling'? Nothing has changed except our margins have improved – likewise our environmental position!"

SAM CHRISTIE, LONGRAIN GROUP



→ **DON'T**

Risk a system that does not carry a Complete Certification Warranty. For your complete peace of mind and protection, **MODA** is one of the only companies to hold the complete set of system certifications. This includes the Watermark and high-level HACCP certification for the operation of these systems in food service, hospitality and corporate entities. Our factories are endorsed with the ISO 9001 quality management system and ISO 14001 environmental management system.

→ **DON'T**

Consider a sparkling water system that isn't designed and quality built in Italy. Pursuit of the best-tasting sparkling water is a long-standing obsession of Italians, it drives their commitment to ongoing technical and commercial innovation and efforts to perfect these systems.

→ **DON'T**

Underspecify your system capacity. Temperature is key to a quality fine-bead sparkling water which means you need a commercial system that can go super cold, close to freezing. It's also important to have the system capacity to deliver the volume of water you require. Sparkling Water systems are rated Litres/Hour optimal performance under European conditions. Pro-rata usage on your busiest 10-minute service period to get a realistic idea of your needs. We would not even suggest a system under 80L/Hr to deliver quality and quantity for a professional establishment, and extend up to 150 and 280 L/Hr systems. The ***biggest mistake*** an operator can make is to opt for a domestic, office model or underspecified machine in food service to deliver the quality customers expect and deserve in every glass.

Tip!

Ask Your Sparkling Specialist
To specify the ideal system based on your usage


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→ **DON'T**

Go with a system with an outmoded refrigeration mechanism. Like all equipment, we are seeing significant advances in refrigeration and water technologies. **MODA** systems now chill with R290 Natgas, which offers a 15% improvement on energy efficiency and saving on your power bills. The system is even more environmentally-positive too with zero discharge of refrigerants into the atmosphere. This technology will soon to be mandatory in Europe, with other countries to follow.

→ **DON'T**

Keep your operational processes and costs as they were. Review these. From your set up for service, to stocking procedures, wait practices, bin space and other outgoings, ensure after you've read this book and made the switch to **MODA** that you review these to see where you can streamline things, improve delivery and cut costs.

→ **DON'T**

Carry excessive amounts of c02 or be swayed by a 'gas-inclusive' offer. Put simply you won't need it. Gas use on these systems is particularly low; even a small 10Kg tank delivers 2000 litres of sparkling water. The addition of co2 to cost, while contingent on use, is just a few cents per litre.

"Just a great product, both in terms of effervescence and taste – also brand positioning! We serve **MODA** across our entire portfolio."

STEFANO DI BLASI,
SALT MEATS CHEESE


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Step 5
Sector-Specific Advantages

Tip!

Ask Your Sparkling Specialist

About our latest innovations for hotels

Celebrate the advantages of **MODA** wherever water is served.

CORPORATES & SUSTAINABILITY BRAND LEADERS

MODA taps make any office fit-out pop. We add playfulness to your company culture and give your office a point of difference. Clients and staff love the eyecatching taps and the crisp sparkling water which flows from them.

Hydration is valuable in the workplace, delivering better mental performance, energy and mood. A hydrated team is a happy and productive team. Office Managers reduce costs and improve their outcomes. The company itself improves its environmental impact, positioning your brand as a leader in sustainability. We can even improve staff satisfaction and retention. Say no more!

HOTELS & CONFERENCE CENTRES

Well rendered sustainability solutions like **MODA** accompanied by rigorous reporting and communications increase your reputation. Increase occupancy rates by meeting guest expectations and corporate clients' sustainability criteria. Consumer perception is that **premium brands pursue sustainability initiatives**. This helps to maintain, even lift your room rates.

MODA can deliver a complete solution for your property, including profitable mini-bottling plants, systems that improve the efficiency and return on conferencing and events, and innovative help-yourself facilities that add to the guest experience. There has never been a better time to introduce a sustainable water option to your outlets, either as your water of choice or sold alongside an imported bottled water, albeit at a different price point.

Across all of these solutions we can model and estimate sustainability statistics like carbon emissions, litter & landfill, even oil use.



"I never thought I'd see the day – but like anything else on tap, sparkling water just makes sense."
SCOTT WHITEHOUSE, THE TILBURY HOTEL

PUBS & CLUBS

Bar Managers know only too well the operational benefits of products on tap. Pubs and clubs benefit by offering **MODA** in a bistro, bar or function area. Across the bar, sparkling water by the glass is popular along with the option of a carafe or bottle. One option may be to branch the filtered water line to a convenient help-yourself facility for guests and in compliance with your RSA.

MODA systems are finding their place in gaming rooms and casinos. It's a great way to reduce staff hours, as **MODA** units are self-contained so staff are no longer required to be trotting around filling up decanters and running water to/from the bar.

The addition of sparkling water elevates your service offering, providing a **point of difference over the allure of online gambling**. Patrons are better hydrated and stay spending for longer in your venue to improve further the return.

RETAIL SHOWROOMS & SALONS

MODA is served in high-profile retail showrooms where sparkling water on-tap **elevates your customer service and adds to the shopping experience**.

The premium look, theatre and quality of the product is the perfect icebreaker to enable staff to warm up a discussion by deviating from the cut and thrust of the sales process, providing a segue to different topics. You may want to reference a resource stewardship programme or illustrate a related feature of your product.

The hair and beauty profession is forever looking for inventive ways to improve their environmental impact and integrate a good news story into discussion of the salon and its people.

Have you had your hair done lately? Today's top salon resembles a swanky bar where sparkling water takes top billing alongside other 'bubbles'. **MODA** taps fit right in, accentuating the flash fit-out and finishes in the best salons.



"We've had a great response from customers, and subsequently installed systems in three separate drinking and dining areas."

STEVEN FRIG, BEVERAGE MANAGER, TRADIES

HEALTHCARE & EDUCATION

In institutions our client-partners can expect **lower per unit product costs**, operational efficiencies and a boost to sustainability credentials.

At the school refectory or café **MODA** provides students with an appealing hydration option with zero sugar or additives and, unlike other sparkling waters, next to no salt with far lower sodium levels. **MODA** models to estimate sustainability statistics can be integrated into school projects as a hands-on learning experience. It's also the perfect system for staff break and meeting rooms to keep teachers and teammates hydrated and happy. It's thirsty work you know!

In healthcare facilities and aged care homes, **MODA reduces staff leg work** by providing a point-of-use product that doesn't require replenishing or restocking. Hydration and health are tantamount; **MODA** is always fresh, cold and fizzy.

Be it refectory, café or common area, institutional clients have the option of a per litre charge to deliver lower per unit product costs relative to bottled water at the same level of agreed service.

Tip!

Ask Your Sparkling Specialist

For an ROI on a specific site

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