

BELGRAVIA

THE WATER



## THE WATER



The Guide

## Hotel-Branded Water Bottling Guidelines

### 1. Bottling Criteria

Creating a high-quality brand of bottled water that aligns with your hotel's luxury standards involves sourcing pristine water, maintaining strict hygiene during bottling and adhering to rigorous quality control.

#### 1.1 Water Source

- **Natural Source:** Source water from a natural, pristine environment such as an alpine spring, artesian well or deep aquifer, ensuring it is naturally filtered and mineral-rich.
- **Purity:** The water should be free from contaminants, with low total dissolved solids (TDS) and balanced mineral content to enhance taste and health benefits.

#### 1.2 Filtration and Purification

- **Multi-Stage Filtration:** Employ a multi-stage filtration process to remove impurities while retaining beneficial minerals. This could include microfiltration, carbon filtration and UV treatment.
- **Ozonation:** Use ozonation for disinfection instead of chlorine to maintain the water's purity without altering its taste.

#### 1.3 Quality Control

- **Regular Testing:** Conduct regular testing for microbiological, chemical and physical parameters to ensure the water meets or exceeds industry standards.
- **Certification:** Obtain certifications such as NSF or ISO to guarantee the quality and safety of the bottled water.

### 2. Bottle Design

The design of the water bottle should reflect the luxury and sophistication of the hotel while being functional and aesthetically pleasing.

#### 2.1 Bottle Shape

- **Elegant and Sleek:** Choose a sleek, modern bottle shape with clean lines that convey luxury and simplicity. The design should be ergonomic, making it comfortable to hold and pour.

- **Material:** Use high-quality glass to convey purity and premium quality. Consider a frosted or tinted finish to add a unique touch.

## 2.2 Custom Features

- **Embossing:** Emboss the hotel's logo or name directly onto the bottle for a tactile and luxurious feel.
- **Cap Design:** Use a high-quality metal cap, possibly with an embossed logo that complements the overall design. A cork or flip-top cap can also add a sophisticated touch.

## 3. Etiquette (Label) Design

The label should be minimalistic yet elegant, providing essential information while reinforcing the brand's luxury image.

### 3.1 Label Material

- **Premium Paper:** Use high-quality, textured paper for the labels, ensuring they are waterproof and resistant to wear and tear.
- **Transparency:** Consider a clear or partially transparent label to showcase the purity of the water, with subtle design elements that enhance the bottle's aesthetic.

### 3.2 Design Elements

- **Logo:** The hotel's logo should be prominently displayed, with options for embossing, metallic foil, or clear ink to add depth and sophistication.
- **Typography:** Choose a clean, modern font that is easily readable and conveys elegance.
- **Color Scheme:** Utilize the hotel's brand colors, with subtle accents in silver, gold, or white to enhance the premium feel.
- **Product Information:** Clearly state the source, mineral content, and any unique attributes of the water (e.g., naturally alkaline, low TDS).

### 3.3 Back Label

- **Details:** Include a brief story about the water source, its journey from nature to bottle, and its unique qualities. This narrative adds value and connects the guest with the product.

- **Legal Requirements:** Ensure all required information, such as volume, certifications, and nutritional content, is included in compliance with regulations.

## 4. Packaging Standards

The packaging should protect the water bottles while enhancing their presentation, suitable for both in-room service and retail.

### 4.1 Gift Box Design

- **Material:** Choose high-quality materials like wood or thick cardboard for the gift boxes, with an elegant interior lining such as satin or velvet.
- **Customization:** The box should feature the hotel's logo, either engraved or foiled, with a magnetic or ribbon closure for added elegance.

### 4.2 Interior Design

- **Lining:** Use soft materials like satin or velvet that match the bottle's design, ensuring the bottle is securely held in place and presented beautifully.
- **Accessories:** Consider including a branded water glass or coaster as part of the packaging, enhancing the overall value.

### 4.3 Sustainability

- **Eco-Friendly Options:** Use sustainable materials for packaging, such as recycled cardboard or FSC-certified wood, aligning with the hotel's environmental commitments.
- **Reusable Packaging:** Offer reusable packaging options, such as elegant glass or metal containers that guests can repurpose, enhancing the overall value and experience.

### 4.4 Presentation

- **Unboxing Experience:** Design the packaging to create a memorable unboxing experience, with attention to detail in how the water bottle is revealed and presented.
- **Customization for Events:** Offer customized packaging for special events or VIP guests, including personalized messages or engraving.

## 5. Serving and Experience

The way the water is served to guests should reinforce the hotel's commitment to luxury, health, and well-being.

### *5.1 Presentation at the Hotel*

- **In-Room Service:** Provide the bottled water in each room as part of the complimentary amenities, ideally placed in a branded cooler or on a dedicated tray.
- **Restaurant Use:** Serve the water in the hotel's restaurants in its original bottle, presented on the table with branded glassware.

### *5.2 Takeaway Options*

- **Retail:** Make the hotel-branded water available for purchase in the gift shop or online store, with the option for customized packaging.
- **Special Editions:** Release limited-edition bottles for holidays or significant hotel anniversaries, featuring unique designs or blends.

### *5.3 Health and Wellness Integration*

- **Spa and Fitness Centers:** Offer the bottled water in the hotel's spa and fitness centers, emphasizing its health benefits and natural purity.
- **Tasting Events:** Host water tasting events where guests can learn more about the source and qualities of the water, enhancing their appreciation and connection to the brand.

This guide ensures that the hotel-branded water reflects the luxury and sophistication of your hotel, offering guests a memorable and refreshing experience.