

# STAFF SERVING NOTES.

- Belu's water is sourced and bottled in the UK, and its water sources are selected for their natural purity and clean and crisp taste.
- It is best served chilled without ice and garnish.
- Belu is so much more than just a charity water. It is an ethical business and a pioneering social enterprise, trading with the purpose of investing all of its profits in ending water poverty.
- Committed to reducing the environmental impact of every aspect of its business, Belu is the only bottled water in the UK to be 100% Carbon Neutral to PAS2060 standard – so all the Belu served in your outlet is Carbon Neutral.
- What Belu can't reduce, it offsets by investing responsibly in carbon reduction projects.
- It never knowingly exports its products as this creates an unnecessary carbon footprint. It also questions why anyone would want to drink imported water.
- Belu's clear glass bottles are the lightest weight on the market, which reduces the carbon footprint.
- All of its products are 100% recyclable and their level of recycled content is market leading – particularly the recycled plastic bottles which are made from at least 50% recycled plastic.
- Belu is the exclusive bottled water partner of leading clean water charity, WaterAid. They give WaterAid ALL of their profits.
- This partnership began in 2011 and to date Belu has donated over £1.5 million to WaterAid. This helps to transform over 100,000 people's lives by providing access to safe water.
- Even a relatively small donation can make a difference – just £15 given to WaterAid can transform a life with access to safe water.
- Belu are members of Social Enterprise UK, and it supports the Buy Social Campaign, which encourages social enterprises to buy from each other.
- It is an Approved Supplier of the Sustainable Restaurant Association.
- It has also been a CoolBrand since 2012.