



# nature's best

Refreshingly Pure Hydration™

Nature's Best is South Florida's premier bottleless drinking water company, with more than 20 years of experience hydrating businesses from South Beach to Palm Beach.

Advancements in water treatment technology now allow us to provide the same bottleless benefits to the Food & Beverage industry while ALSO allowing you to maximize your profits compared to bottled water.

## MAXIMUM VALUE, MINIMAL SPACE



## BOTTLED WATER . . .

is the #1 beverage product in the United States and has been since 2016.

## BUT . . .

85% of consumers select tap water rather than buying bottled water when dining out because of the high menu price.

In the F&B industry, the high margins of bottled water has concealed the reality of low buy-in rates (< 20%) at most restaurants.

With the BluBar, you can now easily increase your opt-in rates and sell water to the "untapped" 85% of your customers while virtually eliminating all of your costs. The result -- "pure" profit!





## THE "PURE-FECT" BEVERAGE SOLUTION FOR THE FOOD & BEVERAGE INDUSTRY

With the BluBar, you'll easily satisfy the thirst of ALL your customers -- whether you're operating a small café or a 5-star resort.

### MAXIMIZE YOUR PROFITS

#### OPTION #1: CHARGE PER GUEST/TABLE

If less than 20% of your customers order bottled water, simply utilize a fixed "cost-per-guest" pricing structure and watch your profits soar!

Just let your customers know that for a small fixed amount per person (\$2.00 -- \$4.00), they will receive as many bottles of still and sparkling purified water as they like. This affordable up-sell opportunity will change your customers' mindset from drinking free tap water to happily paying for YOUR in-house branded water.

#### OPTION #2: CHARGE PER BOTTLE

If you're already selling bottled water to more than 30% of your customers, simply offer the BluBar instead and your monthly costs will virtually "evaporate"!

**No matter how you're selling water today, switching to the BluBar will generate greater profits for you tomorrow!**



NO PLASTIC, NO INVENTORY, NO REFRIGERATION, NO ORDERS  
and NO SHRINK . . . JUST "PURE" PROFIT!