



SPREESPEICHER



Customer

Spreespeicher Event GmbH

Industry

Event Management

Location

Berlin

Events

300 events with around 30,000 guests per year

Client Base

Leading companies from IT to car manufacturing

Website

www.spreespeicher-events.de

CORPORATE EVENTS AND CATERING WITH A SPECIAL TOUCH WITH BRITA VIVREAU

OVERVIEW

Spreespeicher is a one-of-a-kind event venue. Located by the Spree River at the heart of Berlin, it offers a striking view of Oberbaum Bridge (Oberbaumbrücke), which once formed part of the border between East and West. Spreespeicher Event GmbH manages three venues in the building – ideal for a broad range of celebrations, get-togethers and other occasions. Over time, the enterprise has built up a large customer base, including private individuals, as well as leading car makers and IT companies. Spreespeicher hosts some 300 events annually: company Christmas parties, business meetings and conferences, gala dinners, receptions, wedding ceremonies, and more. And that all works out to around 30,000 guests every year.

All of these events have something in common: they require a supply of fresh, great-tasting water. In fact, as Robert Hoyer, Managing Director of Spreespeicher Event GmbH observes: "Water is the most frequently consumed beverage at these gatherings – even when soft drinks, juices and other beverages are available."

BENEFITS



High quality

Water always available fresh from the tap



Reduced costs

Space savings and greater cost-efficiency



Service

Served in stylish branded bottles



Satisfied customers

Great-tasting and locally sourced

“The unique branded bottles with our name and logo really set us apart from other venues. Guests have often commented positively on their look-and-feel – Some have even asked if they could buy bottles.”

Robert Hoyer | Managing Director





THE RESULTS

Spreespeicher is delighted with the results. The dispensers dramatically reduce the amount of storage space required, and eliminate the cost of bottled water, and the expense and hassle of delivery. As Hoyer points out: "We can offer our guests fresh, great-tasting water – without having to spend large amounts of money to source and store it." A further key benefit is BRITA VIVREAU Bottler's product design, and the customised branding on the glass bottles, which helps Spreespeicher create an image that stands out from its rivals.

BRITA Vivreau proved to be the ideal partner. Hoyer explains: "I was impressed with the solution as a whole, and by the product design, which I experienced first-hand at the Internorga trade fair." The BRITA VIVREAU Bottlers are very cost-effective, and deliver a rapid return on investment.

THE SOLUTION

But in the past, water's popularity proved a daunting challenge: over the course of a year, Spreespeicher had to purchase approximately 50,000 litres of still and 70,000 litres of sparkling water. And all those bottles had to be transported, delivered, stored and, ultimately, disposed of. To address this recurring and expensive problem, Spreespeicher opted to switch to mains-fed water dispensers – and chose to partner with BRITA Vivreau.

BRITA Vivreau installed two BRITA VIVREAU Bottlers in May 2015. The end-to-end solution features reusable glass bottles emblazoned with Spreespeicher Event GmbH's name and logo, plus dishwasher trays and baskets. The high-quality bottles are freshly filled by staff before each event, and rinsed and refilled to quench guests' thirst as required. Moreover, just two BRITA VIVREAU Bottlers are sufficient to serve all three of Spreespeicher's venues: a total of five rooms across 1200 square metres.



It has been absolutely worth it. The complete solution – the BRITA VIVREAU Bottlers, branded glass bottles, useful accessories and simple service options – has meant considerable savings and satisfied customers.

Robert Hoyer | Managing Director

FOR MORE INFORMATION

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