

AS SHOPPERS STOCK UP, WATER FILTRATION CAN KEEP COSTS DOWN



Clean water helps keep produce fresh.

In 2019, grocery deli-prepared foodservice reached 94% penetration which has continued to rise after the rollout of curbside and delivery services in response to the pandemic.¹ However, these customer-demanded options place additional pressure on grocery staff and business operations.

Orders from an app take just as much coordination behind the scenes. Think about it, an online shopping surge would empty shelves just the same as if shoppers had flooded the store aisles. Customers expect options,

freshness, and a clean environment, whether they are filling their cart on their phone or in person.

Equipment works hard too, and more work equals more wear. If the coffee machine builds up scale deposits, it fails sooner. If produce loses moisture, it spoils. If the seafood thaws, stores face risks beyond lost product and profit. Water runs through practically all grocery foodservice equipment.

Proper water filtration is the technology equivalent to an employee of the month. Water filtration can reduce unnecessary maintenance, repairs, and full equipment replacements; all while satisfying shoppers' appetite for quality.

QUALITY FILLS CARTS AND LOWERS COSTS

No matter if your sweet spot is take-and-go prepared foods or you are a grocerant, filtration trickles into the customer experience at every turn and ultimately into grocers' bottom lines. Here is how water filtration helps maintain quality and manages costs effectively.

PROPER FILTRATION IMPACTS BUYING POWER

Bargains guide shoppers to the checkout lane during that visit. A two-for-one deal or low price point will entice in the moment, but they are not the loyalty maker. It's product quality that keeps customers coming back. While bad apples rot the customer experience and unfiltered water can leave a bad taste, fresh foods and beverages delight customers all the way to the dinner table. That's lasting. *Continued...*

What's Brewing in Your Water?

A grocery store's in-house café or coffee station are areas where water filtration are mission critical. Customers love coffee! Did you know that cup of happiness consists of 98.75% water², and there is a lot that could be brewing with it? Minerals, salts, metals, and other particulates (known as Total Dissolved Solids or TDS) are not typically part of a customer's signature request. *Foam. Hold the particulates.*

High TDS in water can under-extract the beans from processing and can weaken the flavor³. Low TDS can lead to a bitter, oily cup. Both are not so hot for your business. According to the Statistics & Standards Committee of the Specialty Coffee Association of America (SCAA), a TDS range of 75 to 250 mg/liter brews the ideal flavor profile³.





A typical misting system can increase the shelf life of produce.

Filtered water helps delight customers. It also helps staff clean as they food prep. It purifies beverages, drinking water, and ice. It chills meats and preserves nutrients across produce. Proper filtration can reduce the contaminants that affect taste, odor, appearance, and restore the customer experience.

PROPER FILTRATION IMPACTS SAVING POWER

Some have estimated that millions of dollars per year are spent on preventable foodservice equipment damage and failure due to improper water quality.³ Proper filtration can significantly cut down on mineral deposits, contamination risks, and costly repairs and replacements for grocery equipment, such as combi ovens, coffee brewers, ice machines, produce misters, and more.

Let's zero in on a piece of equipment. Take steam ovens, for example. Scale buildup can damage steam equipment and impede efficiency: just one-eighth of an inch of scale can increase steamer energy usage by 25%.⁴

Now, shift over to the customer experience, which could have long-term cost implications. Consider the shopper who ends every trip with a coffee treat. If their daily espresso is no longer available Monday, Tuesday, or Wednesday due to equipment downtime, they may seek a new routine for their caffeine fix.

FIND THE RIGHT FILTRATION SOLUTION

So how do you know which equipment needs upgrading? We suggest the following steps to determine your water quality process requirements:

1. Find a Pentair water expert to partner with to simplify the process for you at pentair.com/twm.
2. Review your most recent water analysis with them to evaluate what your water contains and potential risks associated with your water.
3. From there, you'll want to understand what store equipment uses water and define each model name and number.
4. Your Pentair water expert will tailor a water treatment technology solution(s) to your specific application set and water source quality profile:
 - **Filtration** – traps and reduces target contaminants down to specific levels; often recommended for brewing applications.
 - **Reverse Osmosis (RO)** – uses permeable membrane that offers full-spectrum protection, reduces nearly all impurities, contaminants

of concern, and enables the management of TDS and mineral content.

- **Inhibiting Technologies** – prevent scale buildup and reduce chlorine levels and typical sediment types in water; often recommended for boiler steam applications but not combi ovens.
- **Softening** – reduces scale buildup due to hardness level in source water; often recommended for combi ovens and as a pretreatment for filtration and other RO systems.
- **Ozone** – supports the rising demand for disinfection and sanitation by adding an extra level of assurance against pathogens and organic contaminants.

Your Pentair water partner will know how your facility's equipment uses water, the size of the water connection, and the operational capacity and flow rate, so you'll land on the right water treatment solutions and specifications.

TRUST THE WATER EXPERT

Pentair is a recognized global leader in foodservice water quality. As an end-to-end solutions provider, we offer a breadth of products to provide the right-sized solutions for grocery foodservice operations across regional or national chains, multistore or small independent operations. The Pentair Everpure® portfolio of water filtration solutions features compact, configurable RO systems with capacities from 50 to 880 gallons per day and that feature easy, sanitary quick-change filter replacement.

For grocers looking for a complete turnkey solution, Pentair offers Total Water Management™ (TWM) services. Our proprietary TWM program includes water testing, installation and maintenance services to ensure water treatment equipment is right-sized to meet all retail foodservice needs. Trust Pentair and its TWM service portfolio to make water an asset that adds value to your bottom line.

For additional information and to purchase Everpure products, please contact a Pentair Everpure Distributor or Dealer. To speak with a Pentair Sales Manager directly, please call 800.952.1153 or email us at cseverpure@pentair.com.

KEY FACTS



GROCERY DELI-PREPARED:
FOODSERVICE REACHED 94% PENETRATION



PENTAIR SOLUTIONS:
WE'RE THE WATER EXPERTS



PERFORMANCE:
IMPROPER WATER QUALITY CAN CAUSE FOODSERVICE EQUIPMENT DAMAGE



TRUST PENTAIR:
GLOBALLY RECOGNIZED FOODSERVICE WATER QUALITY LEADER

FOR MORE INFORMATION: CONTACT US OR VISIT [PENTAIR.COM/GROCERY](https://pentair.com/grocery)

¹ Top 10 Findings of the Power of Foodservice at Retail 2019 – Food Marketing Institute https://www.fmi.org/forms/uploadFiles/5AF7C60000001E.toc.Top_10_Power_of_Foodservice_2019.pdf

² What's Inside a Cup of Coffee? – Wired Magazine <https://www.wired.com/2009/09/st-coffee/>

³ Food Service and Water Treatment— Winning the Battle for Equipment Up-Time, Water Conditioning & Purification International Magazine (WC&P). 2000, Dougherty, R. <https://wcpnline.com/2000/07/15/food-service-water-treatment-winning-battle-equipment-time/>

⁴ Refrigeration for Air Conditioning Technicians, Cengage Learning, 2018 – <https://johnstonboiler.com/resources/product%20knowledge-base/scale-deposits-and-efficiency-loss/>



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