

Profiles of Success



Customer Case Study: Water Filtration
Incorporating ideal water quality to ensure food and beverages are of consistent quality is a constant challenge for franchises with units scattered throughout the world. Read how BUNN used our knowledge of water filtration to ensure one organization had consistently great tasting food and drinks throughout the globe.

The Client Issue

A large global quick service restaurant chain was struggling to keep the taste of its food and drink consistent throughout the world due to the variances in the water quality at its locations. Due to the precise nature of the food recipes, water used when creating a batter had to be consistently free of any unwanted chemicals or the final taste of the batter would be ruined. In addition, any phosphates remaining in the location's water would change the taste of beverage offerings such as tea.

Proposed Solution

When alerted to the chain's situation, BUNN immediately offered to provide a specific filtration system that would eliminate sediment and remove odor and/or chlorine that could potentially alter the final taste of its items. The carbon blocking technology used made the water phosphate free, allowing for its customers to experience the full taste of the chain's food and drink offerings. Since approximately 90% of local potable water systems can't control water hardness, the filtration system BUNN offered to provide reduced all hardness down to a half micron ensuring clear and odor free water.



Solution Evaluation

For an evaluation of the BUNN-recommended filtration system, the chain installed units in two areas where hard water issues were prominent. The chain found that the system took the worry out of the water in its foodservice operations. The company's batter was found to have a consistent taste at the different locations despite being continents apart. In addition, when customers were asked about the taste of the tea being served, the response was overwhelmingly positive.

Final Results

After such positive feedback, the chain made the commitment to install the BUNN-recommended water filtration system in nearly all 1,200 establishments throughout the chain's global system. This action ensured its signature foodservice items would have the tastes the chain was famous for in every establishment regardless of the local water system.

To find out how BUNN can provide solutions to your water filtration needs, visit www.bunn.com or to speak directly with someone about questions or inquiries contact your local sales representative or call 800-637-8606.