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Tŷ NANT IS A WORLD-WIDE EXPORT SUCCESS

When one of the most luxurious wellness spa hotels chooses to buy a bottled water from halfway around the world, there must be something special about the product

THE CHATEAU Spa & Wellness Resort in Bukit Tinggi Pahang in Malaysia prides itself on farming its own ecologically-grown green produce right there on the premises, so that guests are tasting salads and other vegetables just as they should be: organically grown, fresh and in perfect condition. But a hotel of this calibre won't compromise on quality.

For this reason, The Chateau (which resembles a traditional French chateau, complete with fairy-tale turrets) has chosen to import the iconic natural mineral water,

Tŷ Nant, all the way from Wales. The hotel offers "gastronomy inspired by wellness" and you couldn't find a more fitting description of Tŷ Nant itself.

Apart from the delicious purity of flavour due to its mineral balance, Tŷ Nant is beloved by those who affirm and those who enjoy fine dining because it comes from organic land, accredited by the Soil Association and with ISO14001 certification. So whether guests are drinking water as part of their spa experience in the daytime or to accompany cocktails,

fine foods or wines in the evening, organically-sourced Tŷ Nant is a perfectly balanced choice.

Tŷ Nant is especially famous for its contemporary cobalt blue and crimson glass bottles and for its ice-like PET packaging. Sourced from an aquifer below 300 acres of carefully managed land in mid-west Wales, Tŷ Nant's waters are valued and admired across the world, which is why the company has recorded double-digit export growth in recent years.

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Tŷ Nant is so enjoyed closer to home in many of the UK's top restaurants, bars and hotels. One of these enthusiasts customers is Manchester's star restaurant, Bressó, which offers a fine dining experience in a stylish red, black and white interior, echoing the Manchester United livery, and is enhanced by Tŷ Nant's red bottles. Restaurant manager Brian Smith says: "Bressó is positioned as a high-end restaurant. We have the luxury of serving only the best: the best fillet steak, the finest wines, and the top water. Tŷ Nant is a premium product and its iconic, stylish bottle looks great."

Within a month of using the product, the restaurant reported that "Instantly the numbers (of sales) starting looking great... our customers recognise quality. It is our premium water brand".

One of Tŷ Nant's long-standing customers is the prestigious Harbour Master Hotel at Aberystwyth, located about three miles from Tŷ Nant's own water source.

Dai Morgan, the Harbour Master's manager, is also a fan. He says: "We sell quite a bit of Tŷ Nant Water. It's a fantastic product, locally sourced and the blue bottles enhance our décor, so it looks good on the table top."

"We pride ourselves in serving locally-sourced meat and fish, and our vegetables are not only organic, but also sourced from nearby, so the water fits our ethos. However, it is important to us that this is seen as an important international brand and a premium product."

Simon Williams, general manager, sales for Tŷ Nant, says that around half the company's business is in the UK, with the rest being export sales to a range of territories. He says: "Our brands sell across the USA, Canada, Mexico, the Middle East, Asia, Ukraine, Kazakhstan, Hungary, Romania and India."

"We appeal to upmarket groups as well as independents in the



food service and on-premise sector. Our combination of style, taste and environmentally sound practices, combined with the kudos of being British, are what sells this brand".

But life isn't all serious for Tŷ Nant. Whilst managing the organic land from which this liquid gold is sourced is a very serious business, the company has just been selected as the sole water provider for The 2011 British Comedy Awards on Channel 4, having supported this prestigious event in a previous year. Ronnie Saunders, project director for the Awards, says: "The producers are once again delighted to be working

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with Tŷ Nant natural mineral water for The British Comedy Awards."

Tŷ Nant is also the chosen water for The Brit Awards, and provides water for some of London Fashion Week's top models.

The company has a passion not only for fashion and comedy but for a good cause, too. It has been a long-standing supporter of the Pink Ribbon Foundation with part of the proceeds of sales of the special pink livery PET bottles being donated to breast cancer charities via the Pink Ribbon Foundation (reg. charity no. 1082839).

Tŷ Nant is a member of British Bottled Water Producers (www.britbottledwater.org),



The British Comedy Awards is "delighted" to be working once again with Tŷ Nant this year.

which exists to promote the benefits of UK-sourced waters.

For enquiries about Tŷ Nant, please call +44 (0)1374 272111 or visit www.ty-nant.com.

