

Specialty Coffee Shop Case Study

Beverage Water Solutions for a Specialty Coffee Shop

At a glance

Culligan's beverage-quality water solutions helped this new coffee shop owner confidently serve top-tier drinks to her customers. By addressing both flavor and equipment protection, Culligan contributed to the shop's early success and long-term operational efficiency.

CHALLENGES



A first-time owner/operator of a coffee shop needed expert assistance to ensure the beverages served were of the highest quality. The customer understood that poor water quality could result in murky, bitter teas and cloudy, unappealing ice.

Key challenges included:

- **High Standards for Taste and Appearance:** Ensuring the tea and coffee were free from bitterness and visually clear.
- **Equipment Protection:** Avoiding scale buildup in expensive equipment such as coffee makers, tea brewers, and ice machines.
- **Customer Satisfaction:** She needed to avoid returned drinks due to poor taste or presentation and provide a premium beverage experience.

SOLUTIONS



Culligan provided a custom beverage water solution tailored for food service operations:

- **Culligan Water Softener:** Reduced hardness to prevent bitter flavors and protect equipment.
- **Culligan Reverse Osmosis Filtration:** Delivered ultra-pure water for clean-tasting, clear beverages and ice.



Superior service with every order.

Every customer is important. And every customer is different. With a partner like Culligan® Commercial, you can expect a water treatment plan as original as you are. And like you and your business, we pride ourselves on supporting our solutions with ongoing expert service.

RESULTS



The customer was extremely pleased with the performance of the Culligan system:

- **Clear Tea and Ice:** Both tea and ice appeared crystal clear, enhancing presentation.
- **Enhanced Flavor:** Teas and coffees had improved taste, free of bitterness or off-flavors.
- **Investment Justified:** The quality of her beverages translated into customer satisfaction and an easy-to-see return on her investment in Culligan equipment.
- **Equipment Longevity:** As an added bonus, her beverage machines and ice maker were now protected from scaling, reducing maintenance costs.



THE RESULTS:



Extended
Equipment Life



Improved Water
Quality



Satisfied
Customers

THE CULLIGAN ADVANTAGE



1

Industry-Leading Technology

Products with patented technology, designed to outperform the competition.

2

Expert Trained Technicians

In-house, expertly trained service technicians with years of experience with these systems.

3

Certified Quality

Regularly scheduled water quality and system performance checks ensuring water quality meets the EPA, FDA, USDA and state guidelines.

4

The Culligan Guarantee

Trusted name for clear, clean and delicious water that customers depend on, appreciate and even avidly promote due to their overall satisfaction.



For over 80 years, Culligan® has made better water. Our global network, comprised of 800+ dealers and international licensees in over 90 countries, is dedicated to addressing your water-related problems. As a worldwide leader in water treatment, our sales representatives and service technicians are familiar with the local water conditions in your area. Being global and local position us to deliver customized solutions to commercial and industrial water issues that affect your business and your bottom line.