



## CASE STUDY

DRY DOCK BREWING – BEER &  
BRITA® FILTERED WATER ON TAP

 **BRITA**<sup>®</sup>  
HYDRATION STATION<sup>®</sup>

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## DRY DOCK BREWING - BEER & BRITA® FILTERED WATER ON TAP

Aurora, Colorado

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### BACKGROUND

At Dry Dock Brewing, an award-winning brewery in Aurora, Colorado, the focus is on the beer. That's how it's been since the launch in 2005, and that's why this homegrown business has since expanded three times, snagging awards on both the national and international levels and becoming a local favorite along the way. The brewhouse features a tasting room to accommodate about 180 people, 16 taps, outdoor seating and a regulation shuffleboard table.

### OBJECTIVE

The busy tasting room at Dry Dock Brewing has a self-serve water policy so its servers can focus exclusively on serving beer, and guests can easily hydrate on demand. The brewery wanted an alternative to supplying expensive bottled water for customers, they desired a solution that was convenient and cost-effective.

### SOLUTION

While debating the most cost-effective and suitable method of supplying fresh water to his customers, owner Kevin DeLange was told about the Brita® Hydration Station®, an easy-to-use and hygienic water dispenser for cups and reusable bottles. Both its ability to deliver refreshing, Brita® filtered water from standard tap lines and its slim, understated profile held immediate appeal.

### RESULTS

Customers and servers alike are very pleased with the Brita® Hydration Station®. "It looks cool and takes up much less space," says DeLange. The unit's easy installation, minimal maintenance and professional design are far superior to the bulky, unwieldy cartons of bottled water previously used in their often-crowded tasting room.

### ABOUT BRITA® HYDRATION STATION®

Brita® Hydration Stations® offer users the benefits of great-tasting, Brita® filtered water away-from-home without the waste and cost of bottled water. The multiple product options transform regular tap water into healthier\* drinking water using a certified advanced filtration system. Brita® Hydration Stations® are certified to NSF/ANSI Standards 42 & 53 for the reduction of chlorine (taste and odor), lead, and remove 99.99% of cysts.

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\*Reduces chlorine(taste and odor), lead and cysts. Substances reduced may not be in all users' water.

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