

SIRHA+ FOOD x BE WTR™



+ SIRHA FOOD AND 'BE WTR' ENTER AN EXCLUSIVE PARTNERSHIP TO OFFER EVEN MORE ECO-FRIENDLY EVENTS

SIRHA FOOD AND 'BE WTR' -GROUND-BREAKING PLAYER IN WATER FILTRATION- PARTNER UP IN 2023 TO BRING MORE RESPONSIBLE AND SUSTAINABLE EVENTS, SERVING THE FOOD SERVICE INDUSTRY. THIS VIRTUOUS PROJECT REFLECTS THE SHARED COMMITMENTS AND VALUES OF THE TWO PLAYERS IN THE SECTOR. A FIRST DECISIVE AND COMMITTING STAGE IN A PARTNERSHIP THAT AIMS FOR THE LONG-TERM.

BE WTR offers innovative and design water filtering systems for homes and professionals. Thanks to an ultrafiltration system connected to the local water supply, BE WTR brings high-quality water, still or sparkling, available on tap, everywhere. The upgraded tap water is purer, fresher and activated, as is in nature. The patented BE WTR taps are the result of several years of R&D. They mimic the natural movement of water gushing from a spring, thanks to a water vortex mechanism and aeration. BE WTR pushes the tasting experience even further with [AQTIV+](#) - a crystal glass carafe fitted with an electromagnetic resonator that stimulates the water molecules for a uniquely smooth mouthfeel. This water opens the taste buds and brings a renewed gastronomic and sensorial experience.

Water has become the most precious resource on Earth. BE WTR has understood the importance of using what is available while delivering an enhanced consumer experience.

This approach avoids plastics, pollution caused by waste and shipping, three elements that contribute significantly to global warming. It also avoids issues associated with delivering water, especially over the last miles in cities, which is always complicated logistically, as well as the storage of bottles or the collection of reusable bottles.

Also, as BE WTR brand mission is to preserve our precious water resources, they commit not only via their offering, but also through their approach, as they donate part of their benefits to the association '1% For the Planet' who support and contribute to local projects dealing with water and its preservation. BE WTR take their commitment even further by contributing to 9 United Nations sustainable development objectives and are in the process of obtaining B-Corp certification.

A partnership with Sirha Food seems only natural, as the latter support players in the Food Service, restaurant and catering industries, helping them to develop, ensure their sustainability and eco-friendliness.

A NATURAL AND VIRTUOUS PARTNERSHIP

As organisers of events and a media in the Food Service industry that belongs to the global group GL events, SIRHA Food creates events (Sirha Lyon, Sirha Europain, Sirha Omnivore festival and the Bocuse d'Or and Pastry World Cup contests) following an eco-friendly approach always seeking to reduce waste and consumables. It was illustrated in the latest edition of Sirha Lyon in January 2023, where consumables waste in the common areas of the trade exhibition were reduced by 33% compared with the previous edition. Sirha Food and BE WTR is the story of a natural encounter. Their partnership aims to promote and ensure sustainability in the gastronomy and events industries. The first step will be to bring the use of plastic bottles down to 0 for the future events.

'Sirha Food and BE WTR is the story of an encounter' explains Luc Dubanchet -Director of Sirha Food. 'The partnership aims to promote and ensure sustainability in the gastronomy and events industries. A strong commitment and a source of pride as it pursues a common objective: reduce to 0 the use of plastic bottles for our future Sirha Food events'.

'We are delighted to start this new partnership between Sirha Food & BE WTR', says Jonathan McNicol, General Manager France/UK and Gastronomy for BE WTR. 'Our shared values and our motivation to change consumption behaviour in the industry to make them more responsible and eco-friendlier encouraged us to enter this new chapter with GL events.

Our mission at BE WTR is to position water at the center of preoccupations, in particular for our main market which has always been haute cuisine and gastronomy. Supporting international contests such as Bocuse d'Or and Pastry World Cup, but also the Sirha Omnivore festival, and the Sirha Lyon trade exhibition seemed a logical part of our continued growth. Through this industry, BE WTR wish to promote a new reference in water that renews the gastronomic experience in terms of taste, sensorial experience, and ethics'.

MAJOR PARTNER TO THE BOCUSE D'OR, A STRONG PRESENCE AT THE PASTRY WORLD CUP AND SIRHA OMNIVORE FESTIVAL

In September 2023, BE WTR will stand alongside Sirha Food as Major Partner to the Bocuse d'Or and will be present at the French Pastry World Cup selecting event at the Grand Palais Éphémère in Paris, on September 8th and 9th respectively. BE WTR will also be present for the Sirha Omnivore festival, September 10-12, that will be celebrating 20 years of Young Cuisine at the Parc Floral venue in Paris. In addition to supplying water to chefs and visitors, BE WTR will enjoy a high-impact platform and content to promote their innovative solutions to the catering and gastronomy industry.

'We are proud to enter this long-term partnership with GL events. We are a mission-driven company that innovates thanks to our filtered and activated water solutions. This upgrades the experience of local water: water that is respectful of the environment and delights the palate. Our values are aligned with those of SIRHA Food, and our collaboration will enable us to help events in an eco-friendlier way, thus boosting our implementation in France and internationally'. [Mike Hecker](#) BE WTR founder-CEO.

The common motivation for BE WTR and Sirha Food is to ensure that the actions and approaches targeting players in the Food Service industry will last well beyond 2023 by entering a long-term partnership that will extend until the next editions of Sirha Europain 2024, and the finals of the emblematic contests that will take place during the Sirha Lyon trade exhibition in 2025.



ABOUT BE WTR

BE WTR was created to facilitate water consumption without using any plastics, eliminating transport issues, and avoiding waste. We are a Swiss water brand that aim to promote an eco-friendly consumption of water, thanks to stylish technological water filtering systems. The objective is to enhance local water. Our brand caters to homes as well as professionals in the hotel and gastronomy industries. We also cater to high-end hotels thanks to on-site bottling lines that bottle BE WTR water in reusable glass bottles in an eco-friendly and circular way. Sustainability is our core preoccupation, in particular through collaborations with local environmental preservation project via the '1% for the Planet' initiative. Founded and based in Lausanne, Switzerland, BE WTR is growing rapidly in France, Sweden, Denmark, Finland, UAE, Singapore, Spain, and Saudi Arabia.

ABOUT SIRHA FOOD

Inspiring the world of hospitality and Food Service, to be at the forefront of influences, understand the world in movement, report to better support a market and its players, is the mission of Sirha Food.

New global brand and food media, Sirha Food speaks to professionals as well as the general public and gather all the Food Service actors in 7 events: the Sirha Lyon, Sirha Green, Sirha Made, Sirha Europain trade fairs, the Omnivore Food Festival, and the Bocuse d'Or and Pastry World Cup contests.

Because the world of food today can only be considered in terms of porosity, in moving territories, alive.

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BE WTR™

SIRH/+ FOOD
A WORLD OF CUISINE AND HOSPITALITY

