



# Reducing water use in the beverage industry

Quality Beverages  
Cape Town

Quality Beverages have reduced their water use by 27% through a staff water-saving campaign and by reusing water from bottle rinsing processes.

## Lessons learned and plans for the future

Quality Beverages will continue to implement water saving initiatives. They also plan to augment their water supply through the use of rainwater and groundwater in order to reduce their reliance on municipal water supply.

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## CaseStudy

### Challenge

Quality Beverages is a soft drink manufacturing and bottling company that produces popular brands such as Jive, Mountain Dew and Mirinda. During 2016, Quality Beverages set out to identify and implement water saving interventions with the aim of improving their environmental sustainability.

### Solution

Quality beverages' first intervention was an educational campaign for staff on saving water, highlighting where water could be saved or reused. To motivate them, the staff were given water consumption targets, which helped the company meet its water consumption goal. The company also started to reuse the waste water from bottle rinsing processes by collecting, filtering and then reusing the water in other process stages.

### Business benefits

Quality Beverages reduced their water use from 1.77 litres per litre of soft drink produced (during the latter half of 2016) to 1.30 litres per litre of soft drink produced in 2017. This equates to a 27% reduction in water use, and a 61% decrease in waste water production.

Monthly water savings	3 000 kilolitres
Cumulative savings up to end January 2018	R870 000
Total capital investment	R140 000

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