

Suntory Beverage & Food Great Britain & Ireland Joins Water Plus to Step Up Water Saving Action at its Manufacturing Site

6 months ago



Famous for producing its Lucozade and Ribena brands, [SBF GB&I](#) has invested in data loggers added to water meters, to unlock further efficiency opportunities at its factory in Coleford. The data loggers feed information around water use into an online analysis portal, so use during the day and night can be reviewed and scrutinised.

An efficiency audit, also completed by [Water Plus](#), identified a £500,000 saving for SBF GB&I in 2025. This was in addition to a previous £40,000 a month reduction in wholesaler charges.*

Water Plus was also recently invited to SBF GB&I's factory in Coleford for a water workshop, as part of its internal sustainability event – Green Awareness Month. The workshop looked at the changes, big and small, that are helping reduce water use across the business. It identified areas for more opportunities to support the business in its target to reduce water intensity by 20% by 2030.

Karl Ottomar, Supply Chain Director at Suntory Beverage & Food GB&I, said: “Whether its upgrading washout systems, quickly detecting leaks, or conducting regular audits, we know that every drop of water really does count to help us meet our target for reducing water intensity. Water Plus have been a great partner to help us identify where else we could deliver water efficiency in our operations.”

Dan Twemlow, SBF GB&I's Key Account Manager at Water Plus, said: “SBF GB&I has a real interest, drive and passion to use water more efficiently and effectively to help meet its sustainability targets. It's great to be helping them progress on this journey and we loved the opportunity to meet the team and share

more about our partnership together, at the company's recent sustainability month."

Suntory Beverage & Food GB&I has set science-based targets to reduce emissions and achieve Net Zero by 2050. For SBF GB&I, water is essential to the business and it works hard to protect this precious resource for future generations, as part of its purpose to create harmony

with people and nature. Reducing water use reduces carbon emissions, as less energy is needed to treat, pump and move water and improving water efficiencies also helps reduce water scarcity risks.

In other customer actions, an 800-site water audit and water efficiencies programme has been launched by Water Plus with another big UK brand. More than 260 water saving devices have already been installed to help it progress on its water reduction and science-based sustainability and Net Zero targets. The programme is seeing water efficiency kit being installed at locations in Scotland and England, with 230 of the devices installed in 2025 reducing energy use by cutting hot water needed.

It follows a large-scale approach that saw more than 3,600 locations, including sports clubs, schools, a manufacturer and food and drink providers save water and cut carbon emissions, after communications and engagement by Water Plus. Sites that saw efficiency fittings added to taps are seeing energy savings through reducing hot water use, following contact with Water Plus between July 2024 and March 2025.

Free resources to help more sites save water, increase efficiencies, reduce operational risks and cut carbon emissions, can be found [here](#) and in the [Help](#) area of MyAccount, which is available to Water Plus customers.