

Flavoured and Fair Water: Britvic launches sustainable smart flavour tap with Green Custard

Britvic's smart Flavour Tap is revolutionising the soft drinks industry and proving that business can drive sustainability.

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We tend to think that reducing waste equals sacrificing a daily-life comfort, for giving up on plastic would mean going back to the ways of our grandparents.

But in 2024, reducing doesn't mean losing. For it is a fundamental and vital right to stay hydrated Britvic and Green Custard bring you the solution.

To lead a sustainable way of life without polluting doesn't mean using a bucket and a well, but to upgrade what we already have.

The two British companies prove once again that sustainability rhymes with fun and prosperity, by adding flavour to our water while taking away the waste from packaging.

Zero Sugar Zero Waste

Britvic is a UK-based soft drinks company with operations in Brazil, France, and Ireland that distributes its products globally. A desire by consumers for more healthy alternatives and growing concerns about single-use container waste led the company to create a flavoured water

dispenser called the *Aqua Libra Flavour Tap*. The device carries the Aqua Libra name, a popular brand of flavour-infused water and aims to offer thirsty consumers zero-waste access to the beverage of their choice.

According to Britvic, the average UK office generates 23,000 single-use plastic bottles as waste annually, even though most staff have a reusable cup or water bottle. The Flavour Tap gives users the option of chilled still, sparkling, or lightly flavoured water with no sugar or artificial flavourings.

“Working with Green Custard and using AWS, we’ve shown that business can drive sustainability.” Scott MacKenzie, Director of Beyond the Bottle Platforms, Britvic

Britvic and Green Custard Build Prototype in Just 3 Months Using AWS

Green Custard worked with Britvic to develop the software on AWS to power the device and to give it connectivity using AWS IoT Core, which allows users to easily and securely connect devices to the cloud. It took only eight weeks to finish the prototype when Green Custard came on board.

Britvic and Green Custard developed the prototype to connect users’ smartphones to the Flavour Tap and securely deliver content with low latency and high transfer speeds. The Flavour Tap captures targeted information, such as the most popular drinks, location data, and other usage data for market analysis, performance monitoring, and restocking purposes. The Flavour Tap can also receive drink recipes from Britvic using remote cloud connectivity powered by AWS IoT. It can also alert the

operator when flavour capsules need to be changed.

Aqua Libra Flavour Tap Now Cutting Waste in Office and Commercial Settings

The near-real-time information transmitted over the unit's cellular connectivity helped Britvic understand how users wanted to consume flavoured water. The company expected high usage in the afternoon, with hot beverages like tea and coffee being more popular in the morning. Instead, it found strong all-day demand.

Four years after developing the initial prototype, Britvic is now rolling out hundreds of units across the UK. Most are destined for workplaces, but some are intended for commercial installations, where consumers can refill their containers at stores, cafes, and other outlets.

"We've been able to use what we've learned to iterate, productionise and support the rollout. We helped Britvic expand the capabilities of the Flavour Tap to meet business needs and improve environmental benefits." says Jonathan Custance, Director at Green Custard

Britvic saw changing market conditions as an opportunity to expand the business and reduce waste and CO₂ emissions simultaneously.

"Just one fully-stocked Flavour Tap can eliminate the need for 10,000 bottles", adds MacKenzie

“That saves manufacturing, shipping, and refrigeration emissions and removes those containers from the waste stream. Working with Green Custard and using AWS, we’ve shown that sustainability doesn’t have to hurt business.”

The Aqua Libra Flavour Tap has been shortlisted for the *CRN Sustainability in Tech Awards 'Best Sustainable Customer Project of the Year 2024'*.

Article by Paul Ferretti