

## The Conduit: serving up sustainability and quality to drive social change

### The Conduit

The Conduit, which opened in October 2018, is a pioneering new organisation that brings together a community of entrepreneurs, innovators, investors and activists across a breadth of sectors, industries and demographics, and combines it with a world class hospitality experience. The Conduit serves as a home for 3,000 members who are passionate about instigating positive social change.

With sustainability and quality at the heart of the business, The Conduit was keen to switch from plastic and glass bottles of juice and improve juice quality. Luckily, the club's Bar Operations Manager, Walter Pintus had just the solution. Having previously worked with Zummo London at The Mandrake Hotel, he knew its machines would deliver on taste and eliminate any plastic or glass waste.

*“Before Zummo, our glass waste and the quality of our juice was not of the quality I would have liked. And buying juices in glass or plastic containers did not align with the values and ethos of our business*

*Reducing your carbon footprint is an important part of building a sustainable organisation, and saving on transportation contributes significantly to this. The quality of juice is now very different too – no additives, just the real fruit juice.”*

The Conduit uses two machines – the compact and sleek Z14 for front of house in its event space, and the larger Z40 model in its kitchen to supply five of its six floors. Walter said “The machines are so easy to use, we just load them, press the button and the job is done. It's a very easy tool in a busy environment like ours.”

Using these machines, the club has seen tangible results to its sustainability credentials, saving a significant 35 tonnes of glass - the equivalent to nearly two double decker buses!

For Walter and his team, freshness and efficiency are vital. In fact, the staff often load the machines and then complete other tasks while the machines freshly squeeze the fruit.







For Walter, they exceeded his expectations. “Our key advantages with Zummo are efficiency and speed, and a gentle squeeze which retains all the nutrients from the pulp and flavour. A lot of oils from the skin also add to the final, high quality result of the juice.”

The club currently squeezes limes, lemons and pomegranate for cocktails, and grapefruit, orange and pomegranate for fresh juices. “We also get fruit from Zummo which is an easy and beneficial process, and the balance between price and quality is great”, Walter said.

Customers are also seeing the benefits of Zummo machines. Freshly squeezed pomegranate juice is a big hit all year round.

*“Many customers particularly love the pomegranate juice. People come to the club because of the pomegranate juice! Due to the high quality, we decided to keep it all year round to serve customer demand.”*

The relationship with Zummo continues to grow, and Walter is pleased with the results he has seen so far, and is keen to expand the partnership in the coming years. “So far Zummo has been great, supportive and they always try to offer the best prices and quality for us. In the next few years I will be looking at doing more with Zummo as it’s a values-aligned company for us to work with.”

*“ Zummo machines are key to bringing quality and efficiency to the table, which is difficult to find. When you’re juicing citrus in-house, the quality is so important. After all, it reflects on us as a business. ”*