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overström



Providing a sparkling service  
for MullenLowe Group.

MULLENLOWE GLOBAL

## Objective

London based, MullenLowe Group, an award-winning advertising agency recognised as a great place to work, sought to enhance their office's collaborative bar area—a space designed to foster creativity and inspire ideas. With international clients regularly visiting, they needed a reliable solution to elevate their hospitality offerings, specifically by providing sparkling water on demand, eliminating the need for last-minute trips to purchase it.

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### Solution

FreshGround introduced the C2/C3 tap to MullenLowe's bar area, delivering instant access to sparkling, chilled, and ambient water. This addition transformed their hospitality experience, ensuring they could meet the preferences of all visitors, particularly their international clients who favour sparkling water. By tailoring their services to MullenLowe's needs, FreshGround added value to the space, complementing the agency's creative culture and enhancing their reputation for exceptional hospitality.

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### Feedback

'Sometimes we have international clients and they ask for sparkling water. Before, we used to go to the shop quickly as we didn't have the sparkling water to offer them. But now, because we have it here, we just fill up a bottle and we have it straight away.'

**Maria Rodriquez, Hospitality Manager,  
MullenLowe**

