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## BLUEWATER HELPS DELIVER FINAL BLOW TO THROWAWAY PLASTIC BOTTLES AT ST ANDREWS LINKS, THE 'HOME OF GOLF'

ST ANDREWS LINKS TRUST APPOINTS BLUEWATER OFFICIAL HYDRATION SUPPLIER AT THE HOME OF GOLF

St Andrews Links Trust has appointed sustainable water and purification experts Bluewater as its Official Hydration Supplier to provide a next-generation drinking water solution for golfers and visitors to the Home of

Golf.

The pioneering agreement will see Bluewater, a global leader in sustainable water purification and beverage solutions, provide purified drinking water across the St Andrews Links estate through its innovative refill stations, supporting a commitment for the removal of single-use plastic bottles from the Trust's facilities.

The stations utilise the Swedish company's advanced SuperiorOsmosis™ treatment process, which removes more than 99% of known contaminants from water, to provide locally purified and chilled drinking water at the point of consumption.

The refill stations will initially be installed in both the Old Pavilion next to the first tee of the iconic Old Course and at the Halfway House serving the Old, New and Jubilee Courses with further installations at the Links Clubhouse, Golf Academy and Castle Course Clubhouse.

Each unit will provide free-of-charge refills of chilled and purified water. The units also feature high-bright digital TV screens to communicate key information to visitors concerning wider sustainability initiatives across the world-renowned venue.

To commemorate the agreement, Bluewater has produced a special-edition line of co-branded stainless steel refillable bottles – with free lifetime warranties – which will be launched for sale within St Andrews Links Trust's official retail programme. Golfers and visitors will then be able to collect a unique purpose-driven souvenir to enjoy chilled and purified water, while also taking home a vessel that has been designed and built to last a lifetime.

In addition to the on-course refill stations, the system will also be rolled out in the Trust's restaurant facilities with Bluewater Mineralizer™ HoReCa systems installed in the Tom Morris Bar & Grill in the Links Clubhouse. Marking the world-first deployment of the new system, the Bluewater Mineralizer™ infuses a concentrate of naturally sourced Swedish minerals – tailored to Bluewater's own research-backed blend for optimal taste and hydration – into local water purified with SuperiorOsmosis™. The premium and sustainable table water solution will be available still or sparkling according to guest preference, and will be delivered in iconic co-branded borosilicate glass bottles in 500 ml and 1,000 ml options. The glass bottles

are re-washed and re-used on-site to further enhance the system's sustainability credentials, while ending the need to transport water from distant locations along with continued cycles of glass recycling and re-ordering.

The agreement sets a new standard for the premium sports, venue, and hospitality industry, underlining St Andrews Links Trust's commitment to embrace new technologies and methods of operating to become a more sustainable business and to champion sustainable practices.

**Neil Coulson, CEO of St Andrews Links Trust, said:***"As a global venue and destination with sustainability and innovation embedded into our organizational DNA, we are always looking to collaborate with like-minded organisations who can bring world-class solutions to the Home of Golf. The sport of golf is intimately connected with the natural world, and for us as an iconic Links venue, the need to help protect our oceans and coastlines for future generations is paramount. We are all well-aware of the terrible impacts single-use plastics cause to our environment, and so we are delighted to announce this new relationship with Bluewater which will bring state-of-the-art and sustainable hydration solutions to St Andrews Links. Keeping our golfers and guests well hydrated out on the courses, and providing premium mineralized waters to complement our world-class dining experiences in restaurant service, is a perfect and fitting solution for our estate and our whole team is very excited to see this initiative launched."*

The formation of the agreement with St Andrews Links Trust builds on Bluewater's already strong presence in the golf industry, with the Swedish innovator being selected to deliver on-site hydration solutions at The Open and AIG Women's Open for 2023 – 2025. Bluewater has also delivered solutions for several DP World Tour events, including the 2023 BMW PGA Championship at England's prestigious Wentworth Club.

**Commenting on the relationship, Bengt Rittri, Founder and CEO of Bluewater – and one of Sweden's most eminent environmental entrepreneurs –**

**said:***"For over 10 years, Bluewater has been working to re-write the delivery model for providing pure, healthy, and planet-friendly drinking water around the world. As a purpose-driven company committed to ending the need for single-use plastic bottles and their environmentally damaging implications, we have been privileged to work with many similarly minded events and venues around the globe. Being selected by St Andrews Links, the Home of Golf, as Official Hydration Supplier is now a proud and defining moment for us as our solutions become*

*centrally integrated at one of the world's most historic, iconic, and prestigious, sport and tourism destinations."*

## **About St Andrews Links Trust**

St Andrews Links Trust is responsible for the management and maintenance of the seven Links courses at St Andrews, including the world-famous Old Course, host of The Open Championship a record 30 times.

St Andrews Links Trust manages a number of additional facilities including three clubhouses, a golf academy and five shops. More than 250,000 rounds are played over the seven courses attracting visitors from around the world to follow in the footsteps of the world's greatest golfers and become a part of golf's rich history.

## **St Andrews Links Trust Media Contact**

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## **About Bluewater**

Bluewater has set its sights on being the world's most planet-friendly beverage company by innovating disruptive water purification technologies for home, work, and play. Providing drinking water generated and distributed at the point of use, combined with reusable stainless steel and glass bottles, is helping to break the stranglehold of single-use plastic bottles and their unnecessary, polluting transportation. available globally to consumers, hotel and catering operations, and event and venue organizations.

**[www.bluewatergroup.com](http://www.bluewatergroup.com)**

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Founded 2013 in Stockholm, Sweden, Bluewater has set its sights on being the world's most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and play. Bluewater products are available globally to consumers, hotel and catering operations, event and venue organizations, and educational institutions. [www.bluewatergroup.com](http://www.bluewatergroup.com)<sup>[IG1]</sup>

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