

Greene King Brewing and Retailing Ltd

Greene King has over 1,800 pubs in England and was granted a WSSL with a retail authorisation that is limited to self-supply in March 2017. Greene King is a brewer, and operates public houses and restaurants, alongside other commercial properties.

Prior to market opening Greene King received the majority of its bills in paper format. Greene King expected, and is starting to see, cost savings from operating as a self-supply retailer in the administration of the accounts for its sites and by receiving consolidated bills from wholesalers.

Greene King has been a self-supply retailer for over a year and is continuing to build on efficiency works already undertaken by the company as part of its water management strategy. This has enabled it to drive down the cost of its water spend, have better control of its water consumption and deal directly with wholesalers. By operating as a self-supply retailer and having detailed analysis of its consumption data, Greene King has been able to identify leaks at its sites that have previously gone undetected by wholesalers, and as such reduced water. Since becoming a self-supply retailer, the company **has saved in excess of 140,000m³ of water**. This equates to 384.32m³ per day in consumption savings.

Greene King is an active participant in the market and is hoping to use this voice to drive further innovation in the market and provide a direct customer perspective in discussions between MOSL, retailers and wholesalers.