



## KINETICO WATER IS KEY INGREDIENT AT AWARD-WINNING RESTAURANT

**Crop Bistro & Bar is one of America's top restaurants according to Zagat and winner of the 2012 Wine Spectator Award of Excellence. Crop Bistro & Bar is located in the heart of Cleveland's historic Ohio City neighborhood, and features a menu of modern American cuisine, built upon foundations of flavor, freshness and invention.**



Steve Schimoler, owner of Crop Bistro & Bar in Cleveland, Ohio, believes that high quality water is vital to the success of his restaurant. But he isn't trucking in imported brands of bottled water from around the world; he's using Cleveland city water. So what makes his water so much better than what's used and served at other establishments? Crop Bistro & Bar's water is purified using Kinetico filtration, softening and reverse osmosis equipment. The water is not only used in the dishes Schimoler creates, but it's also served in a high-end, reusable designer bottle to his restaurant patrons, which has substantially reduced the restaurant's cost of bottled water. Schimoler's customers love the great-tasting bottled water and the exceptionally pure flavors in his dishes, which he attributes to his Kinetico water treatment equipment.

Schimoler, who is a well-seasoned chef and food professional, originally set up his restaurant's kitchen as a laboratory for his cutting-edge culinary research. He understands how water is an essential ingredient in the food he prepares, whether it's the fresh baked bread served at the start of each meal or the savory broths he concocts for his soup bases. "Chefs and foodies source the purest ingredients to make high quality dishes. The one thing that is often forgotten is high quality water to ensure the optimal taste," Schimoler stated. "When creating great-tasting food, it's best to start with a blank canvas consisting of pure, reverse osmosis water, so tastes and odors in the water don't compete with the flavor of the food."



At his restaurant, Schimoler has done blind taste tests of his breads, pastas, rice and broth made with different types of water: well water, city water and purified Kinetico reverse osmosis water. Participants are able to taste the impact of impure water on the taste of the food - the off-tastes caused by the minerals and dissolved metals in the well water, and the chlorination and hardness in the city water. "In blind taste tests, participants consistently select the dishes made with pure, reverse osmosis water as being the best," Schimoler stated. "The purified water generated from the Kinetico equipment allows only the flavors of the dish to be tasted by the palate, without competing with hardness minerals and chemicals commonly found in tap or well water." He also noted that cooking with purified water is the only means of ensuring consistent tastes when preparing recipes at different locations.

Water is vitally important to many beverages and dishes that are prepared at Crop Bistro & Bar. The Kinetico equipment at this high quality restaurant has ensured the purest water is providing the optimal taste experience for Crop Bistro & Bar's patrons. And the high quality water served in the designer bottle complements every dish and keeps them coming back for more.