California beverage producer sustainably scales production by 400% with water reuse



Introduction

Rapid growth presents an opportunity—but only if critical infrastructure can keep pace. When a California beverage producer set out to increase production by 400%, the company needed a water treatment solution capable of supporting significantly higher demand while advancing its sustainability goals.

Working with Xylem, the company turned a production challenge into an opportunity to modernize its water infrastructure. By expanding reverse osmosis (RO) capacity and repurposing existing assets into a brine recovery system, the company increased water recovery from 64% to 87% and built the foundation for long-term, sustainable growth.

Challenge

The beverage producer has grown from a small regional presence into one of the leading brands in the their market in United States. Throughout that growth, reliable high-purity water has remained essential to producing the highest quality product and supporting efficient operations.

When the beverage producer announced plans to increase production by 400% in 2024, its existing water treatment system no longer met their needs. Two new bottling lines would require a dependable supply of **200 gallons per minute (gpm)** of reverse osmosis water—four times the facility's previous production capacity.

Solution

As a long-time Water One Operating Contract (WWOC) customer, the producer had more than a service provider—it had a partner with years of firsthand knowledge of its water treatment system. That familiarity allowed Xylem to design a solution tailored to their expansion goals while maximizing the value of its existing infrastructure.

Rather than replacing the facility's original 50 gpm reverse osmosis (RO) system, Xylem identified an opportunity to repurpose it as a brine recovery reverse osmosis (BRRO) system. This innovative approach reduced capital costs, minimized waste, and significantly improved overall water recovery without requiring an entirely new treatment train.

The complete solution included:

- Installation of a new 200 gpm reverse osmosis system to meet increased production demand
- Addition of a Deionization Recirculating System (DIRS) to support higher flow rates and maintain system performance
- Repurposing the existing 50 gpm RO system into a brine recovery RO system
- Integration of the upgraded system with ongoing service and operational support through the existing WWOC agreement

By combining new treatment technology with a deep understanding of the site's existing infrastructure, Xylem helped the customer expand production capacity while improving water efficiency and maximizing the return on its previous investments.

Results

With its upgraded water treatment system in place, this California beverage produces successfully prepared its facility for a 400% production expansion while strengthening its commitment to sustainable water management. By increasing system capacity and maximizing the value of existing infrastructure, the company achieved measurable operational, financial, and environmental benefits.

Key outcomes

- Supported a 400% planned increase in production capacity with reliable, high-quality process water
- Increased overall water recovery from 65% to 87%
- Reduced wastewater discharge through brine recovery
- Avoided capital expenditures by repurposing existing reverse osmosis equipment
- 4 million gallons of water recovered between July 2025 - July 2026

Beyond improving plant performance, the project delivered meaningful benefits for the surrounding community. Operating in a region where water availability remains an ongoing challenge, the producer significantly reduced its dependence on local freshwater resources through greater water reuse. The result is a more water-efficient operation that is better positioned to navigate future water scarcity while supporting responsible regional water stewardship.

The project also demonstrated the value of a long-term service partnership. Years of operational knowledge gained through the Water One Operating Contract enabled Xylem to recommend a solution that balanced production growth, sustainability, and cost efficiency—helping the customer expand with confidence while maximizing the return on existing assets.



Looking ahead

As food and beverage manufacturers continue to grow while facing increasing pressure to conserve water, maximizing the value of existing infrastructure is becoming just as important as investing in new technology.

This beverage company's expansion demonstrates how thoughtful system design and long-term service agreements can unlock greater efficiency, resilience, and sustainability. With the right partner and a deep understanding of existing operations, today's infrastructure can become the foundation for tomorrow's growth.

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