



Ten things to know about Nestlé Waters North America brands

# Quick Facts

## Superior Taste

Consumers of all ages and lifestyles enjoy bottled water because it goes anywhere, tastes great and is available in a wide variety of packages.

### NWNA BRAND RANKINGS

	Brand You Trust Rank	Excellent Taste Rank
Arrowhead® (West)	1	1
Deer Park® (Mid-Atlantic)	1	1
Ice Mountain® (Midwest)	1	1
Ozarka® (Texas)	1	1
Poland Spring® (Northeast)	1	1
Zephyrhills® (Florida)	1	1

Nestlé Waters North America brands in particular are chosen for their superior taste. In fact, in their respective sales regions of the country, Nestlé Waters North America brands rank number one in taste preference and trust over their competitors (FRC Research Corp., 2004 study).

## To Your Health

The human body needs 70-100 ounces of liquid per day to stay well hydrated, according to the National Academy of Science — and with no calories, carbohydrates, caffeine or artificial additives, bottled water is the natural choice for a growing number of active, health-conscious consumers.

### COUNTING CALORIES

Average calories for a 12-ounce beverage:

	Calories	Teaspoons of Sugar
Bottled water	0	0
Sports drinks	110	6
Sweetened teas	130	7
Lemonade	140	9
Soft drinks	150	10
Fruit punch/"drinks"	180	11

## A Friend in Need

Bottled water is an essential item to have on hand in the event of an emergency, such as a hurricane or power outage, when bottled water may be the only safe or available water source. In times of need, many organizations like the American Red Cross, AmeriCares, the Salvation Army and state emergency agencies call for water donations. Nestlé Waters North America is a Silver-level sponsor of the American Red Cross.



## Requires Less Water

It may come as a surprise, but bottled water actually requires significantly less water to produce than most other beverages, making it an environmentally and resource-friendly beverage.

### WATER USE

Product	Water to Produce:
NWNA spring water (1 gallon)	1.3 gallons
Cola soft drink (1 gallon)	3 gallons
Beer (1 gallon)	42 gallons

Sources: Eshleman, K., Drinking Water Research Foundation study summary  
Coca-Cola Company  
Environmental Protection Agency (EPA)

## A Drop in the Bucket

While bottled water is an obvious user of water, it is actually a very small user.

### Percentage of Total U.S. Water Use

NWNA	.001%
Bottled water	.004%
Thermoelectric power	48%
Agriculture	34%
Public supply	11%
Industrial	5%

Source: <http://water.usgs.gov>

## Sources of Pride

At Nestlé Waters North America, we recognize that water is essential to our ecology and sustaining life in all its forms. That's why painstaking care is taken to: select our spring sources; monitor and protect the springs and their immediate watersheds; and use state-of-the-art quality practices in our bottling processes to ensure a safe, pure, natural beverage.

## Clearly Better Plastic Usage

Bottled water containers in general use less plastic than carbonated soft drinks, hot-fill products (juices or teas),

## 1/2 Liter Spring Water Bottle Weight Reduction

1989	2002	2004
24 grams	16.7 grams	14.5-14.8 grams

or beer, which requires multilayer containers. Light-weighting continues to be a major focus of Nestlé Waters North America.

Our most popular bottle size is the 1/2 liter. Since 1989 the gross weight of our original spring water bottle has decreased by nearly 40%.

Based upon original container weights versus today's lighter containers, when multiplied by our 2004 projected volume, our annual consumption of plastic resin is reduced by approximately 150 million pounds across all container sizes!

## Earth-Friendly

Mindful of the environment and natural resources, Nestlé Waters North America continues to work hard to find new ways to conserve energy by reducing, reusing and recycling materials in our plants.

### Nestlé Waters North America 2003 vs. 2002

#### Bottling Plant Consumption Results (per 1,000 liters)

Bottling water	4% decrease
Packaging	28% decrease
Solid waste	10% decrease
Recycling	22% improvement

## A Gentle Footprint

Nestlé Waters North America's Cabazon, California, plant was the first food manufacturing facility in the United States to earn the Silver rating for LEED (Leadership in Energy and Environmental Design) Certification

from the U.S. Green Building Council. Our Hawkins, Texas, plant earned the Silver rating soon after. This certifies that a facility is constructed in keeping with the well-being and health of employees and in harmony with the environment. The company's Stanwood, Michigan, bottling plant was one of the first industrial plants in America to receive full LEED certification. In addition, two recently completed Nestlé Waters North America plants will soon receive LEED certification, a standard that all our future plants will be designed to meet.

## Doing Well and Doing Good

Demonstrating a strong commitment to corporate responsibility through its Good Neighbor Policy, Nestlé Waters North America does good by supporting environmental, community, educational, and health and fitness programs and events on local and national levels including:

Project WET (Water Education for Teachers)

The Nature Conservancy

Crystal Springs Nature Preserve

San Bernardino National Forest Association

American Red Cross

ING New York City Marathon

Nestlé Waters North America  
777 West Putnam Avenue  
Greenwich, CT 06830  
Phone: (203) 531-4100  
Fax: (203) 863-0572  
[www.nestle-watersna.com](http://www.nestle-watersna.com)

