

The Marketing of Water

*What is the REAL Difference Between
Tap Water & Bottled Water?*



Key for Water Tasting Contest

1. Evian
 2. Dasani
 3. Perrier
 4. Iceland
 5. Pure American
 6. Tap Water
 7. Ozarka
 8. Fiji Water
 9. Smart Water
 10. Aquafina
- 
- The bottom right corner of the slide features a decorative graphic of several concentric circles, resembling ripples on water, in a lighter shade of blue.

A Tremendous Growth Industry

Bottled water consumption and sales have been increasing exponentially since its emergence as a widely-accepted commercial beverage category. The bottled water industry is now growing at 8% to 10% annually – about twice as fast as other beverages.

In 2010 bottled water became the second largest commercial beverage category by volume in the United States, surpassing milk, coffee, beer, and is second only to carbonated soft drinks

Source: www.shophelotes.com

Why Do We Buy Bottled Water?

Americans purchase bottled water for four major reasons:

- fear of tap water
- convenience
- taste
- style and status



Source: Bottled & Sold by Peter H. Gleick, 2010, page XI.

Jennifer Aniston has long been a paid celebrity endorser of bottled water.

Who Drinks the Most Water?

The countries leading in total bottled water consumption are:

The United States (6.8 billion gallons)

Mexico (4.6 billion gallons)

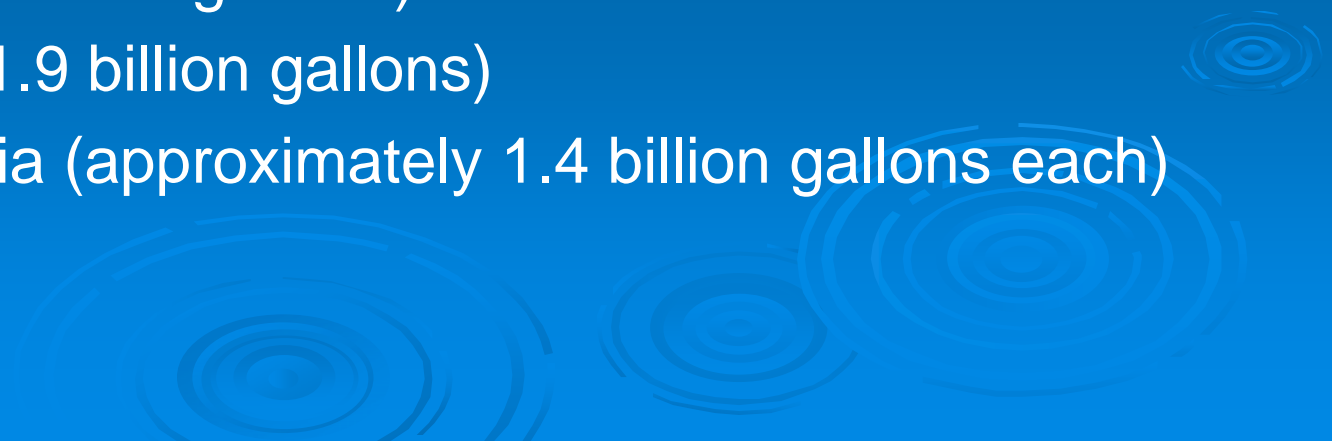
China & Brazil (approximately 3.1 billion gallons each)

Italy & Germany (approximately 2.8 billion gallons each)

France (2.2 billion gallons)

Indonesia (1.9 billion gallons)

Spain & India (approximately 1.4 billion gallons each)



Who Drinks the Most Per Capita?

- Italy (48.5 gallons)
- Mexico (44.5 gallons)
- United Arab Emirates (43.2 gallons)
- Belgium-Luxembourg (39.1 gallons)
- France (37.4 gallons)
- Spain (36.1 gallons)
- Germany (33.0 gallons)
- United States (29.9 gallons)
- Lebanon (26.8 gallons)
- Switzerland (26.3 gallons)
- Cyprus (24.3 gallons)
- Saudi Arabia (23.2 gallons)

Where Are The Water Fountains?



Public water fountains are vanishing, but expensive bottled water is everywhere.

Source: Bottled & Sold by Peter H. Gleick, 2010, page 3.

Where Are The Water Fountains?



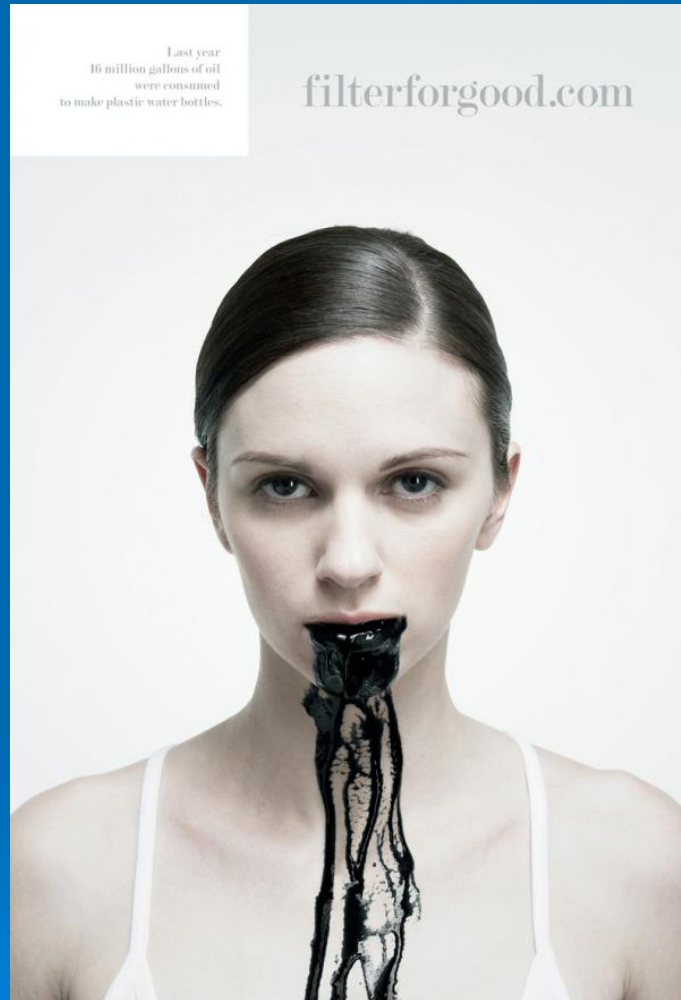
The University of Central Florida constructed a new \$54 million stadium without a single drinking water fountain.

For security reasons, no one was allowed to bring their own water into the stadium.

When concessions ran out of bottled water costing \$3 per bottle, 18 people were taken to the hospital for heat related illnesses and 60 more were treated by campus medical personnel.

Source: Bottled & Sold by Peter H. Gleick, 2010, pages 1-2.

What is the *Real* Cost of Bottled Water?



Magazine ads for Brita water filtration pitchers. The ad claims that last year 16 million gallons of oil were consumed to make plastic water bottles.

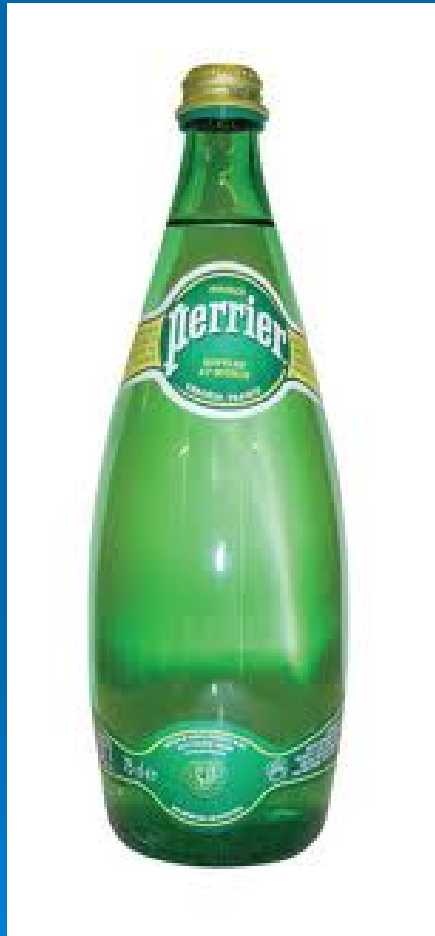
How Many Water Bottles Do We Use?

- **Nationally, only 10% of plastic water bottles are recycled—90% end up as either garbage or litter.**
- **30 million single-serve non-returnable containers end up**
- **in landfills or as litter every day.**
- **We spend millions annually to clean up plastic bottles that litter our highways, parks and open spaces.**



Source: www.dec.ny.gov

How Safe is Bottled Water?



The North Carolina Health Department found traces of benzene (which can cause cancer) in bottles of Perrier.

Tests found that the amount of benzene contamination ranged from 12.3 to 19.9 parts per billion.

The federal Environmental Protection Agency has established a maximum contamination level of 5 parts per billion of benzene for public drinking water supplies.

Source: *Perrier Recalls Its Water in U.S. After Benzene Is Found in Bottles*, by George James, *The New York Times*, February 10, 1990.

How Safe is Bottled Water?



Nestle Waters North America issued a recall notice on select 1-gallon containers of its Pure Life Purified Drinking Water because the water in those bottles may contain a diluted form of a food-grade cleaning compound.

Source: www.portlandonline.com

How Safe is Bottled Water?

The label says Fiji
because it's not bottled in Cleveland.

Why would anyone travel halfway around the world for a drink of water? More importantly, why would anyone go through all that trouble to bring it back? After all, it's just water. Or is it?

Fiji Water is only found in one of the most remote places on the planet, thousands of miles from the nearest industrialized continent, at the very edge of a primitive rainforest.

Our water begins as rain, purified by equatorial trade winds after traveling thousands of miles across the Pacific Ocean. Once it arrives in Fiji, it filters through volcanic rock over hundreds of

years. During this process, FIJI Water collects life-essential minerals, like silica, and finally gathers in a natural artesian aquifer, where it is preserved and protected from external elements.

Bottled at the source, natural artesian pressure forces the water through a hermetically sealed delivery system free of human contact.



In Fiji, we believe bottled water should be as rare and uncompromised as its source. That's why FIJI Water will always be created by, bottled in, and shipped to you from the islands of Fiji.

The nature of water.

The city of Cleveland was offended by this advertisement in 2006 and decided to test both their tap water and Fiji bottled water.

Source: Bottled & Sold by Peter H. Gleick, 2010, pages 16-17.

How Safe is Bottled Water?

While both Fiji Water and Cleveland's tap water met all Federal standards, the lab tests indicated that Fiji Water contained:

- volatile plastic compounds
- 40 times more bacteria than tap water
- over six micrograms per liter of arsenic, while Cleveland's tap water had no measurable arsenic

Source: Bottled & Sold by Peter H. Gleick, 2010, pages 16-17.

Pure American Spring Water

Walgreens

- \$1.39 (33.8 ounces)
- .041 cents per ounce
- One Gallon = 128 ounces
- \$5.24 per gallon



Ozarka Natural Spring Water

Walgreens

- Retail Price \$1.59 (33.8 ounces)
- .05 cents per ounce
- One Gallon = 128 ounces
- \$6.40 per gallon



www.ozarkawater.com

Iceland Pure Spring Water

Walgreens

- Retail Price \$1.59 (33.8 ounces)
- .05 cents per ounce
- One Gallon = 128 ounces
- \$6.40 per gallon

<http://www.icelandspring.com/>



Aquafina Purified Drinking Water

White Oak Station

- Retail Price \$1.89 (33.8 ounces)
- .056 cents per ounce
- One Gallon = 128 ounces
- \$7.17 per gallon

<http://www.aquafina.com/>



Dasani Purified Water

White Oak Station

- Retail Price \$1.99 (33.8 ounces)
- .059 cents per ounce
- One Gallon = 128 ounces
- \$7.55 per gallon



<http://www.dasani.com/flash.htm>

Fiji Natural Artesian Water

Walgreens

- Retail Price \$2.19 (33.8 ounces)
- .064 cents per ounce
- One Gallon = 128 ounces
- \$8.19 per gallon

<http://www.fijiwater.com/Default.aspx>



Glaceau Smart Water

Walgreens

- Retail Price \$2.29 (33.8 ounces)
- .067 cents per ounce
- One Gallon = 128 ounces
- \$8.58 per gallon



Evian Spring Water

Walgreens

- Retail Price \$2.39 (33.8 ounces)
- .07 cents per ounce
- One Gallon = 128 ounces
- \$8.96 per gallon

<http://www.evian.com/us/>



Tap Water

From Mr. Dorman's House



Retail Price 1,500 gallons for \$7.92
(that's .0053 cents per gallon)

The Real Cost of Water

1. Evian = \$ 8.96 per gallon
2. Glaceau = \$ 8.58 per gallon
3. Fiji = \$ 8.19 per gallon
4. Dasani = \$ 7.55 per gallon
5. Auquafina = \$ 7.17 per gallon
6. Iceland = \$ 6.40 per gallon
7. Ozarka = \$ 6.40 per gallon
8. Pure American = \$ 5.24 per gallon
9. Tap Water = 1,500 gallons for \$7.92 or
.0053 per gallon

The Real Cost of Water

- A five-year supply of bottled water at the recommended intake of eight glasses a day can cost more than \$1,000.
- An equivalent amount of tap water costs about \$1.65.



Source: Marcia Mogelonsky, "Water Off the Shelf,"
American Demographics, p. 26 (April 1997)

The Real Difference?

Whatever you THINK the difference is!

