



Icelandic Glacial Natural Spring Water

Introduced in U.S.:	November 2005
Category/Style:	Super-premium, high-quality, luxury natural spring water
Taste Profile:	The taste of Icelandic Glacial natural spring water is exceptionally pure, crisp and refined.
Ingredients:	Icelandic Glacial is entirely free of sodium and trace levels of heavy metals and contaminants and has a PH level of 7.75 – all of which contribute to the water’s uniquely pure taste. It has ultra low-levels of Total Dissolved Solids (68 ppm) and is untouched by any process, contaminants or even outside air, until the cap is opened for the first time.
Purity Highlights:	Largely uninhabited and pollution free, Iceland has one of the cleanest environments on the planet and is universally acclaimed for the purity of its water. The source of Icelandic Glacial is the Ölfus Spring in Thorlákshöfn, Iceland, a naturally replenished catchment zone formed during a massive volcanic eruption more than 4,500 years ago. The spring is shielded from pollution by a barrier of lava rock.
Marketing Highlights:	<p>Icelandic Glacial actively reaches out to potential customers through strong connections with the music, film, games and sports industries; public relations activities; event marketing and sampling activities; product placement work in film and television; and sponsorships.</p> <p>Icelandic Glacial has generated awareness at events across the globe, appearing at the Cannes Film Festival, KLM Dutch Open, Pink Ice Ball, Delray Beach International Tennis Championships, Los Angeles and New York fashion events and major motion picture premieres.</p>

Interesting Facts:

Icelandic Glacial's patented square PET bottle with individually profiled panels features four different labels affixed randomly during production. This equates to 16 different variations of the same product and creates a stunning panoramic landscape when lined up on the shelf. The chances of having six identical bottles placed together randomly on a shelf has been estimated at 1 million to one.

To date, **Icelandic Glacial's** packaging has received numerous industry accolades, including: Best Overall Concept, 2005 Bottled Water World Design Awards; Silver Medal – People's Choice Award for Packaging Design, 2006 Berkeley Springs International Water Tasting Festival; and the 2006 *Grocery Headquarters* Selling Wellness Award for Package Innovation (sport cap bottle).

Availability:

Available nationwide in 500-milliliter, 750-milliliter sports-cap, 1-liter PET bottles, and 500-milliliter PET bottle six-packs.

Further Information:

Visit www.icelandicglacial.com.

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