



## **Nestlé Aquarel: another 6 years with the Tour de France**

- > A partner since 2001, Nestlé Aquarel is renewing its association with Grande Boucle until 2009**
- > A partnership that is expanding: previously Official Water, Nestlé Aquarel is now named Official Drink gaining exclusivity in the sport nutrition sector**
- > The total investment has not been specified but is in line with the level of commitment linked to the status of principal partner**

Paris, Thursday 9 October 2003:

After its launch in May 2000, Nestlé Aquarel, the leading brand of pan-European multi-site spring water has very quickly reoriented its launch strategy to make the Tour de France a real annual landmark and a key factor of its development.

Since its arrival on the Tour in 2001, the brand has been constantly working on developing its partnership in order to improve its efficiency. Initially associated with the white singlet, in 2003 Nestlé Aquarel took over the stage winner's ceremony with a view to increasing its visibility. Within the convoy, the brand immediately developed a true specificity based on an interactive and entertaining relationship with the many people involved in the Tour.

Armed with survey results that show a real increase in its brand awareness and sales, and bearing in mind the event's potential to fulfil brand expectations, Nestlé Aquarel is today committing itself to be with the Tour de France until 2009.

According to Jeff Caso, General Manager for Marketing & Communication at Nestlé Waters, *"without the TDF, the brand would not have seen the expansion from which it is benefiting today. The Tour de France contributes actively towards getting the brand known to a wide family public across Europe."*

Jean Marie Leblanc, the Tour's General Manager, has this to say: *"This renewal for 6 years is a real show of confidence demonstrating that the actions and efforts accomplished by the Tour's organisers have really convinced our partners. I am delighted with the continuation of our collaboration with Nestlé Aquarel."*

In the context of its new partnership, Nestlé Aquarel is expanding the scope of its association.

From being official water in 2001, in 2004 Nestlé Aquarel now becomes official partner in the drinks and sport nutrition sector. This development is in line with the Nestlé Group's nutritional expertise and the expectations of the Tour's organisers.

The investment made by the brand has not been specified, but is in keeping with the status of principal partner.

Nestlé Aquarel is today present in 11 countries across Europe via 8 production sites. It is distributed in all distribution channels and by 2010 is expected to become Europe's leading brand of bottled water.

Nestlé Aquarel is one of 7 international brands in the Nestlé Waters Group – the Water division of the Nestlé Group. For 2002, Nestlé Waters reports turnover of around 5.3 billion euros. Nestlé Waters is world leader for bottled water.

Press contact : Candy Miller – +33 (0)1 41 23 39 74  
Email: [candy.miller@waters.nestle.com](mailto:candy.miller@waters.nestle.com)