OUR BRANDS AROUND THE WORLD

Nestlé
WATERS 2012
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a showcase of 64 brands

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**OUR BRANDS AROUND THE WORLD**

**GREAT WATERS, GREAT TASTES™**

Still waters | 32
Sparkling waters | 34

*Distributed internationally
**The brand is owned by CCU, and bottled and distributed by the ‘CCU-Nestlé Aguas’ joint-venture company.
***Gerber is a Nestlé global infant nutrition brand.
The Gerber water range in Mexico is bottled and distributed by Water Partners Mexico under agreement with Nestlé Nutrition.
“Acqua Panna

Originating from the hills of Tuscany, Acqua Panna partners S.Pellegrino in top restaurants around the world. Smooth and velvety taste.

Type: still natural mineral water
Distribution channel: retail, out of home

“Alaçam

A new brand with an economic price and smooth taste which offers consumers a healthy choice.

Type: drinking water
Distribution channel: home & office delivery

“Al Manhal

Leader on the Saudi Arabian market. Leader on Bahrain’s 5-gallon market.

Type: still drinking water
Distribution channel: retail, out of home, home & office delivery
OUR BRANDS - "Waters 2012"

“"Aqua Spring"

Originating from a source located in western Greece, in the ancient and holy area of Dodoni.

Type: still drinking water
Distribution channel: home & office delivery

“"Arrowhead"

Since 1894, Arrowhead is synonymous with mountain freshness for people in the west. Born Better® Only from Carefully Selected Springs.

Type: still 100% mountain spring water, sparkling unflavoured/flavoured
Distribution channel: retail, out of home, home & office delivery

“"Baraka"

The country’s pioneering bottled water brand and leading local player.

Type: still or sparkling
Distribution channel: retail, out of home
**OUR BRANDS**

**Buxton**

*Buxton* flows naturally to the surface after having filtered for 5,000 years through the ancient limestone of the Peak District.

Type: still or sparkling natural mineral water  
Distribution channel: retail, out of home

**Cachantun**

In the Mapudungun Indian dialect, *Cachantun* means “beautiful skin”. Throughout its history, which began in 1920, this natural mineral water has leveraged its rich heritage to become No.1 on the Chilean market.

Type: still or sparkling (strong carb or lighter), natural mineral water, plain or flavoured *(Cachantun MAS)*  
Distribution channel: retail, out of home, home & office delivery

**Carola**

The pride of Alsace! This well-known brand from the north-east of France, captures the region’s tradition and values.

Type: still or sparkling spring water, plain or flavoured  
Distribution channel: retail, out of home
OUR BRANDS

“Charmoise

A value-price brand, mainly distributed through wholesalers for out-of-home consumption.

Type: still spring water
Distribution channel: out of home

BELGIUM

“Ciego Montero

Market leader and highly reputed premium water from the Cienfuegos region.

Type: still or sparkling natural mineral water
Distribution channel: retail, out of home

CUBA

“Contrex

Recognised as the ideal water for the weight conscious since 1954, Contrex is enjoyed in over 35 countries around the world.

Type: still natural mineral water, plain or flavoured
Distribution channel: retail

FRANCE
“Cristalp

*Cristalp* comes from the rocks of the Swiss Alps, close to the small village of Saxon in the Valais.

Type: still or sparkling natural mineral water
Distribution channel: retail, out of home

“Da Shan YunNan Spring

From a natural source in the mountains of Yunnan, Da Shan is untouched, natural and contains healthy minerals. It offers a light and pleasant taste.

Type: natural spring water
Distribution channel: retail, home & office delivery
**Dar Natury**

Since 1993, this leading Polish brand has been appreciated by both Home and Office customers. *Dar Natury* is a spring water coming from two crystal-clear sources (Częstochowa and Rzeniszów). The water is well-balanced in mineral elements and suitable for a multitude of consumption occasions.

Type: still spring water  
Distribution channel: home & office delivery

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**Deep Spring**

Coming from a depth of 250 metres, *Deep Spring* is enriched with essential minerals such as calcium and magnesium.

Type: natural mineral water  
Distribution channel: retail

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**Deer Park**

Since 1873, people have enjoyed the crisp taste of *Deer Park*. *Born Better® Only from Carefully Selected Springs*.

Type: still 100% natural spring water, sparkling flavoured and unflavoured  
Distribution channel: retail, club, mass, out of home, home & office delivery
“Eco de los Andes

The spring originates from the Andes Cordillera in Mendoza.

Type: still or sparkling natural mineral water
Distribution channel: retail, out of home

“Erikli

Turkey’s leading brand, whose unique taste originates from the peak of Uludag mountain.

Type: still natural spring water
Distribution channel: retail, out of home, home & office delivery

“Frische Brise

With a value-price positioning, Frische Brise is a top selling brand in the German glass and PET returnable market.

Type: sparkling, medium sparkling or still natural mineral water
Distribution channel: retail, pick ups
**“Fürst Bismarck”**

This premium natural spring water, which was discovered by Otto von Bismarck, celebrated its 100th anniversary in 2006, and is one of the strongest regional brands in Germany.

Type: still or sparkling natural mineral water, plain or flavoured
Distribution channel: retail, pick ups, convenience, gastronomy

**“Gerber”**

*Gerber*, the water specially developed for babies.

Type: purified water
Distribution channel: supermarkets

*Gerber* is a Nestlé global infant nutrition brand. The Gerber water range in Mexico is bottled and distributed by Water Partners Mexico under agreement with Nestlé Nutrition.

**“Ghadeer”**

Jordan’s number one bottled water brand comes from the heart of the Sharah mountains, from a deep well in the desert.

Type: still natural mineral water
Distribution channel: retail, out of home, home & office delivery
“Glaciär”
A water characterised by its low sodium content. Sales are concentrated in the Buenos Aires region.
Type: still or sparkling drinking water
Distribution channel: retail, out of home

“Henniez”
Henniez originates from the hills of La Broye, a protected natural reserve located in the French-speaking region of Switzerland, near Lausanne. It is known as the preferred mineral water of the Swiss.
Type: still or sparkling natural mineral water, plain or flavoured
Distribution channel: retail, out of home

“Hépar”
An exceptional mineral water, with the highest natural magnesium content among still mineral waters in French retail. Hépar facilitates intestinal transit.
Type: still natural mineral water
Distribution channel: retail
"Ice Mountain"

100% Natural Spring Water since 1984. Number one branded bottled water in the Midwest. *Born Better® Only from Carefully Selected Springs.*

Type: still 100% natural spring water, sparkling flavoured and unflavoured
Distribution channel: retail, club, mass, out of home, home & office delivery

"Korpi"

*Korpi*, with its unique mineral composition, originates from the untouched area of the Acarnanian Mountains, in Western Greece. It has been known regionally for centuries for its beneficial health properties.

Type: still or sparkling natural mineral water
Distribution channel: retail, out of home

"La Vie"

The first bottled water to be launched in Vietnam back in 1992, *La Vie* has maintained its leading status ever since.

Type: still natural mineral water
Distribution channel: retail, out of home
**“Levissima”**

An extremely pure, natural mineral water that comes from the protected and untouched Alpine mountain peaks. A unique and primal force that enhances your vital energy.

Type: still or sparkling natural mineral water
Distribution channel: retail, out of home

**“Minéré”**

Launched in 1992, Minéré has been the leading brand in the natural mineral water segment in Thailand ever since.

Type: still natural mineral water
Distribution channel: retail, out of home

**“Los Portales”**

From a protected site in Pinar del Rio, in the far western part of the country.

Type: still or sparkling natural mineral water
Distribution channel: retail, out of home
OUR BRANDS - WATERS 2012

**CANADA**

"Montclair"

One of Canada’s oldest bottled water brands with a rich heritage dating back to the late 19th century.

Type: still or sparkling natural spring water, plain or flavoured
Distribution channel: retail, out of home

**POLAND**

"Nałęczowianka"

Nałęczowianka is a natural mineral water originating from a pure source in Nałęczów with a unique composition of seven minerals.

Type: still or sparkling natural mineral water, plain or flavoured
Distribution channel: retail, out of home
Nestlé Pure Life

Present in 30 countries spanning five continents, Nestlé Pure Life is the biggest bottled water brand in the world in value. It offers its gentle and smooth taste for the whole family.

Type: still or sparkling, natural* or purified*, flavoured* or non-flavoured*

Distribution channel: retail, out of home, home & office delivery

Nestlé Aquarel

Present in 11 countries in Europe, this natural spring water offers fresh and light taste to the whole family.

Type: still or sparkling natural* spring water, flavoured* or non-flavoured*

Distribution channel: retail, out of home, home & office delivery

* Sales denomination depending on the legislation of the market

Nestlé Pure Life is also available as Nestlé Vie Pure in Algeria and Nestlé Pureza Vital in some Latin American countries.

* Sales denomination depending on the legislation of the market
“Nestlé Selda”

Portugal’s number one brand in the home & office delivery channel.

Type: spring water
Distribution channel: home & office delivery

“Nestlé Vera”

The smart choice for healthy family hydration, offering quality at a value price for everyday consumption.

Type: still or sparkling natural mineral water
Distribution channel: retail, out of home

“Neuselters”

The first German bottled water to receive EU eco-audit certification for its respect for the environment.

Type: Medium (light sparkling) & sparkling water
Distribution channel: retail
Ozarka

From the south of the United States. Ozarka has embodied the spirit of what’s real, natural and authentic since 1905. Born Better® Only from Carefully Selected Springs.

Type: still 100% natural spring water
Distribution channel: retail, out of home, home & office delivery

Perrier

The ultimate refreshment to quench all thirsts. The strength of Perrier’s bubbles has conquered the world.

Type: sparkling mineral water, plain or flavoured
Distribution channel: retail, out of home
“Petrópolis

Originating from the ancient capital Petrópolis City, Petrópolis has a leading position in Rio de Janeiro, located 60 kilometres away.

Type: still natural spring water
Distribution channel: retail, out of home

“Plancoët

The only natural mineral water in Brittany. Its quality, purity and absence of nitrates make it a rare water.

Type: still natural mineral water
Distribution channel: retail, out of home

“Poland Spring

Dating back to 1845, Poland Spring is the number one bottled water in the north-eastern United States. Born Better® Only from Carefully Selected Springs.

Type: still 100% natural spring water, sparkling flavoured and unflavoured
Distribution channel: retail, club, mass, out of home, home & office delivery
Our Brands - Waters 2012

"Porvenir"

Porvenir springs in Valle de Casablanca, near Valaparaiso, where some of the best Chilean wines are produced. Nourished by these rich soils since 1910, Porvenir has established itself as the local standard in fine dining.

Type: still or sparkling, natural mineral water, plain only
Distribution channel: retail, out of home

The brand is owned by CCU, and bottled and distributed by the 'CCU-Nestlé Aguas' joint-venture company.

"Quézac"

Originating in the Cévennes-Causses region, near to the small village which gave Quézac its name.

Type: sparkling natural mineral water
Distribution channel: retail, out of home

"Recoaro"

This leading brand in north-eastern Italy derives from the spectacular Small Dolomites.

Type: still, lightly sparkling or sparkling natural mineral water
Distribution channel: retail, out of home
“S. Bernardo

Lightness and design on the tables of the best restaurants in north-western Italy. A favourite in Piedmont and Liguria.

Type: still, lightly sparkling or sparkling natural mineral water
Distribution channel: retail, out of home

“S. Pellegrino

*S. Pellegrino* is the sparkling mineral water preferred by top restaurants all over the world.

Type: sparkling natural mineral water
Distribution channel: mainly out of home, retail

“Saint-Lambert

*Saint-Lambert* benefits from an ideal environment and a withdrawal depth which protects it from pollution.

Type: still spring water
Distribution channel: retail, out of home
**Sainte-Alix**

*Sainte-Alix* flows in the heart of Brittany, within a protected site that gives it absolute purity.

Type: still spring water  
Distribution channel: retail, out of home

**Santa Bárbara**

*Santa Bárbara* is a light balanced water named after the Santa Catarina natural spring source that is located in a protected area, and to which the water owes its essence of pureness. *Santa Bárbara* respects the delicate balance of its environment.

Type: still natural mineral water  
Distribution channel: home & office delivery

**Santa Maria**

*Santa Maria* is a premium natural spring water originating from the famous Iztaccihuatl volcano in central Mexico.

Type: still natural spring water  
Distribution channel: retail, out of home
**São Lourenço**

*São Lourenço* is a prestigious brand distributed in hotels, cafes and restaurants. Also available on Modern Trade.

Type: still or sparkling natural mineral water  
Distribution channel: retail, out of home

**Sohat**

Originating from the Falougha mountains (at an altitude of 1,710 metres), Sohat is the most renowned natural mineral water in Lebanon and the region.

Type: still natural mineral water  
Distribution channel: retail, out of home

**Springs**

Leading regional bottled water brand in the Saudi Arabian eastern province.

Type: still drinking water  
Distribution channel: retail, out of home, home & office delivery
OUR BRANDS - WATERS 2012

“Theodora

Originating from the protected natural environment of the Balaton Uplands National Park.

Type: still or sparkling natural mineral water
Distribution channel: retail, out of home

“Valvert

Valvert gushes from the heart of 3,500 hectares of protected forest in the Gaume region, the green belt of Belgium.

Type: still natural mineral water
Distribution channel: retail
**“Viladrau”**

Born in the Montseny Nature Park which is protected by UNESCO, Viladrau is a guarantee of pureness and naturalness. Its low mineralisation and great taste make Viladrau the brand most preferred by consumers in its core region.

Type: still natural mineral water  
Distribution channel: retail, out of home

**“Vittel”**

Originating from the Vosges region in the east of France, Vittel provides vitality for the whole family.

Type: still natural mineral water  
Distribution channel: retail, out of home

**“Water Line”**

Water Line is particularly aimed at active, modern young women and is recommended for anyone watching their weight.

Type: still natural mineral water  
Distribution channel: retail, home & office delivery
**CHINA**

**Waterman**

Purified water enhanced with minerals.

Type: mineralised water
Distribution channel: home & office delivery

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**UNITED STATES**

**Zephyrhills**

Dating back to 1964, Zephyrhills is now the number one bottled water in the Florida region. *Born Better® Only from Carefully Selected Springs.*

Type: still 100% natural spring water, sparkling flavoured and unflavoured
Distribution channel: retail, club, mass, out of home, home & office delivery
OUR BRANDS AROUND THE WORLD
EUROPE

AUSTRIA
Nestlé Aquarel

BELGIUM
Charmoise
Nestlé Aquarel
Valvert

FRANCE
Carola
Contrex*
Hépar
Nestlé Pure Life
Perrier*
Plancoët
Quézac
Sainte-Lambert
Sainte-Alix
Vittel*

GERMANY
Frische Brise
Fürst Bismarck
Nestlé Aquarel
Nestlé Pure Life
Neuselters

GREECE
Aqua Spring
Korpi

HUNGARY
Nestlé Aquarel
Theodora

ITALY
Acqua Panna*
Levissima
Nestlé Vera
Pejo
Recoaro
S. Bernardo
S.Pellegrino*

LUXEMBOURG
Nestlé Aquarel

NETHERLANDS
Nestlé Aquarel

POLAND
Dar Natury
Nałęczowianka
Nestlé Aquarel

PORTUGAL
Nestlé Selda

SPAIN
Nestlé Aquarel
Viladrau

SWITZERLAND
Cristalp
Henniez
Nestlé Aquarel

UNITED KINGDOM
Buxton
Nestlé Pure Life

AFGHANISTAN
Nestlé Pure Life

ALGERIA
Nestlé Vie Pure

BAHRAIN
Al Manhal
Nestlé Pure Life

CHINA
Da Shan Yunnan Spring
Deep Spring
Nestlé Pure Life
Waterman

EGYPT
Baraka
Nestlé Pure Life

INDONESIA
Nestlé Pure Life

IRAN
Nestlé Pure Life

JORDAN
Ghadeer
Nestlé Pure Life

LEBANON
Nestlé Pure Life
Sohat

NIGERIA
Nestlé Pure Life

PAKISTAN
Nestlé Pure Life

PHILIPPINES
Nestlé Pure Life

QATAR
Nestlé Pure Life

RUSSIA
Nestlé Pure Life

SAUDI ARABIA
Al Manhal
Nestlé Pure Life
Springs

SOUTH AFRICA
Nestlé Pure Life

SOUTH KOREA
Water Line

THAILAND
Minéré
Nestlé Pure Life

TURKEY
Alaçam
Erikli
Nestlé Pure Life

UNITED ARAB EMIRATES
Nestlé Pure Life

UZBEKISTAN
Nestlé Pure Life

VIETNAM
La Vie

* Distributed internationally
NORTH AMERICA

CANADA
Montclair
Nestlé Pure Life

UNITED STATES
Arrowhead
Deer Park
Ice Mountain
Nestlé Pure Life
Ozarka
Poland Spring
Zephyrhills

LATIN AMERICA

ARGENTINA
Eco de los Andes
Glaciar
Nestlé Pureza Vital

BRAZIL
Nestlé Pureza Vital
Petrópolis
Santa Bárbara
São Lourenço

CHILE
Cachantun**
Nestlé Pureza Vital
Porvenir**

CUBA
Ciego Montero
Los Portales
Nestlé Pureza Vital

MEXICO
Gerber***
Nestlé Pureza Vital
Santa Maria

**The brand is owned by CCU, and bottled and distributed by the 'CCU-Nestlé Aguas' joint-venture company.

***Gerber is a Nestlé global infant nutrition brand. The Gerber water range in Mexico is bottled and distributed by Water Partners Mexico under agreement with Nestlé Nutrition.
These waters have pure and bright sensations, and a lot of balance. They are soft, with a low mineral and salt content. Their freshness and fluidity is appreciated due to the feeling of purity and the regenerative effect they provide. They are ideal for children due to their soft and gentle taste.

These waters have a slightly higher mineral content than the “light & pure” family, and have more structure. The taste of these waters is enhanced and revealed by a touch of savouriness. The main characteristic of these waters is the complementary role played by their sweetness and their savour. These waters are appreciated for their inherently consistent mouth-feel. They are ideal to accompany meals.

These waters have a high-mineral content and salinity. They are full-bodied and have a velvety, sometimes almost an oily texture. They are appreciated for their “gustatory” qualities and due to the sense of “nourishment” associated with their taste profile. They have a strong personality and are mostly consumed on their own.
<table>
<thead>
<tr>
<th>Country</th>
<th>Product</th>
<th>City</th>
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<tbody>
<tr>
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<td>Nestlé Deep Spring</td>
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<td>Nestlé Vera - In bosco</td>
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<td>Ice Mountain - Sanctuary</td>
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</tbody>
</table>
These sparkling waters have very soft carbonation. The bubbles are so thin and delicate that they seem almost ethereal. The bubbles delicately tickle the tongue before disappearing quickly. These waters show a lot of finesse, are supple and their texture is quite soft. Due to the soft and elegant nature of the bubbles, these waters are able to wash the palate, thus they are ideal to accompany meals.

These waters have lively and long-lived bubbles, which feel creamy on the palate. They have a lot of presence on the palate and a slightly salty taste. This salinity is well-balanced with acidity to give an overall refreshing, thirst-quenching feel. These waters can be consumed perfectly during meals or on their own.

These waters have a lot of personality; their bubbles are very wild and peppery. These waters have a lot of movement and can wake up every part of the mouth. There is a tangy freshness associated with their strong carbonation. These waters are typically consumed on their own or may be used as a “mixer” to create other drinks.
São Lourenço  Brazil
Nestlé Aquarel - Birken  Germany
   (lightly sparkling)
Neuselters  Germany
   (lightly sparkling)
Nestlé Aquarel - Cédrus  Hungary
Buxton  United Kingdom
Henniez  Switzerland
   (lightly sparkling)

Cachantun  Chile
Carola  France
Eau de Perrier  France
Quézac  France
Frische Brise  Germany
Fürst Bismarck  Germany
Neuselters  Germany
Korpi  Greece

Theodora  Hungary
Recoaro  Italy
S. Bernardo  Italy
S.Pellegrino  Italy
Natęczowianka  Poland
Nestlé Aquarel - Dab  Poland
Cristalp  Switzerland

Perrier  France
Nestlé Aquarel - Birken  Germany
Henniez  Switzerland
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