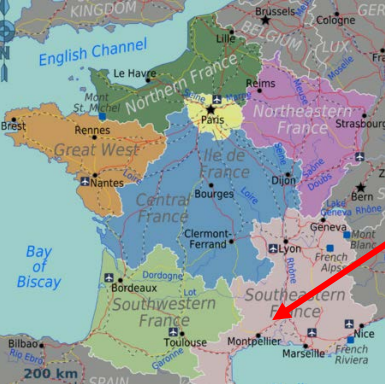


ITAL FOODS



WATER
GUIDE
2016



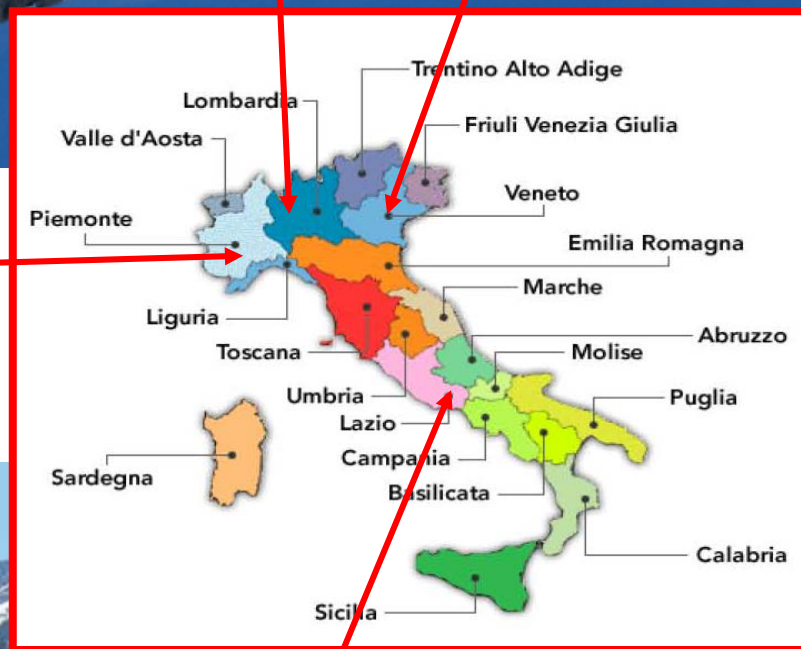


PERRIER
VERGEZE, GARD, FRANCE

**SAN
PELLEGRINO**
LOMBARDIA

**SAN
BENEDETTO**
VENETO

LURISIA
PIEMONTE



FIUGGI
LAZIO

Even though the argument between the pro-tap water constituency and the bottled-water gang rages on, bottled water is the second largest commercial beverage category by volume in the United States. However, bottled water consumption is about half that of carbonated soft drinks and only slightly ahead of milk and beer.

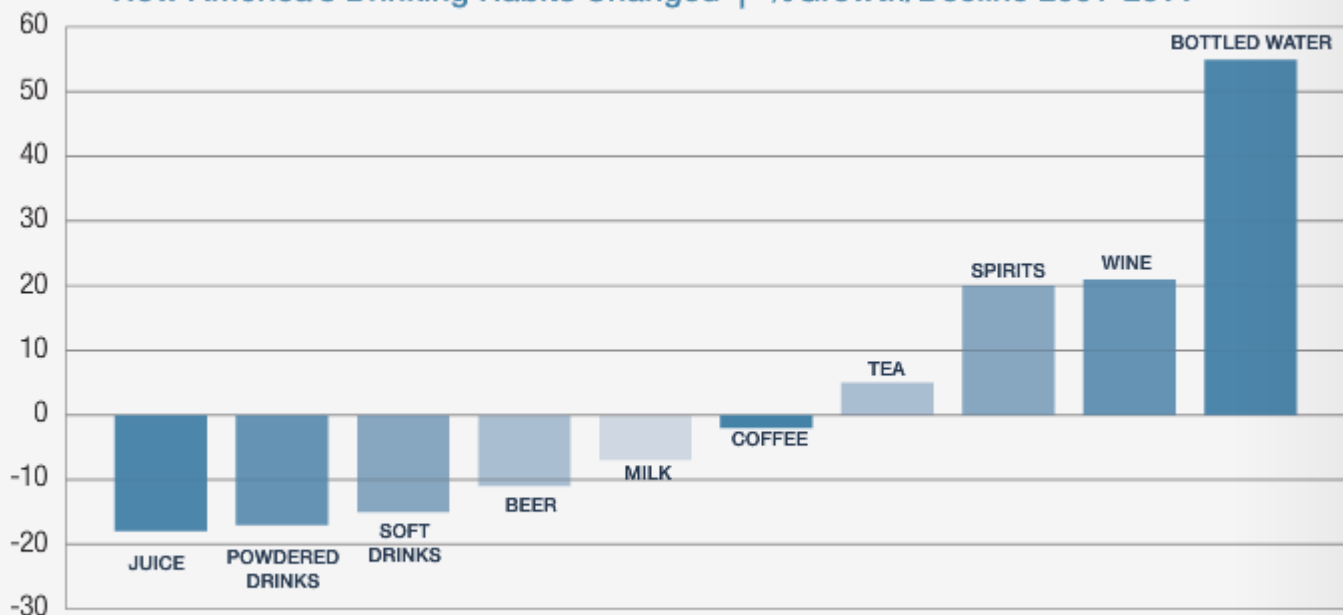
Nearly all of the bottled water sold in the U.S. is sourced domestically. Imported bottled water accounts for only 1.5% of the U.S. market.

According to the Beverage Marketing Corporation (BMC), in 2012 the total volume of bottled water consumed in the United States was 9.67 billion gallons, a 6.2% increase from 2011. That translates into an average of 30.8 gallons per person. While that sounds like a lot, it actually puts the U.S. in 10th place when it comes to global per-capita consumption.

Since 2001, Americans have increased their annual per capita consumption of bottled water by more than 11 gallons. The continued increase in per capita consumption indicates that consumers see bottled water as a healthy alternative to other packaged beverages. Consistent with this view, sales revenues for the U.S. bottled water market in 2012 were \$11.8 billion (in wholesale dollars), a 6.7% increase over the previous year.

-International Bottled Water Association website

How America's Drinking Habits Changed | %Growth/Decline 2001-2011



Source: *The Atlantic*, "How America Drinks: Water and Wine Surge, Cheap Beer and Soda Crash," January 15, 2013, online article (<http://bit.ly/AmericaDrinks>)

The seven categories of bottled water:

- ❖ **Artesian Water** is water that comes from a well that taps a confined aquifer in which the level stands at some height above the aquifer.
- ❖ **Drinking Water** is another name for bottled water. It must be calorie-free and sugar-free.
- ❖ **Mineral Water** is water containing not less than 250 parts per million total dissolved solids. It has a constant level and relative proportions of mineral and trace elements at the point of emergence from the source.
 - ❖ **Purified Water** is water that has been produced by distillation, deionization, reverse osmosis, or other suitable resources.
- ❖ **Sparkling Water** is water that after treatment and possible replacement with carbon dioxide contains the same amount of carbon dioxide that it had at an emergence from the source. (Note that soda water, seltzer water and tonic water are not considered bottled water and are regulated separately).
 - ❖ **Spring Water** is water that is derived from an underground formation from which water flows naturally to the surface of the earth.
- ❖ **Well Water** is water from a hole bored, drilled or otherwise constructed in the ground, which taps the water of an aquifer.

FIUGGI



Located in the foothills of the Lazio Ernici, Fiuggi and its spa complex are a real asset for the country. This city and its healing waters have a very ancient origin. In prehistoric times, the valley of Fiuggi was a lake that, with the lacustrine sedimentation and volcanism, it is time filled with a layer of silt, clay, tuff and ash.

Today, the water seeps through the volcanic layer is enriched with active ingredients and is evidenced in numerous sources, the secret of the properties of Water Fiuggi is then in its composition. Water Fiuggi, in fact, has diuretic effects and can stimulate the overall functionality of the kidney, promoting the cleansing ability. In addition, it is able to facilitate the elimination of uric acid, metabolic waste and metabolic nitrogen. *

Enjoy the healing properties of this water is very simple: by going directly to its source in the town of Fiuggi Fiuggi or buying bottled water.



* These are claims made by Fiuggi Water and not Italfoods Inc.



#050015
6 x 750 ml glass
SPARKLING



#050010
6 x 750 ml glass
NATURAL





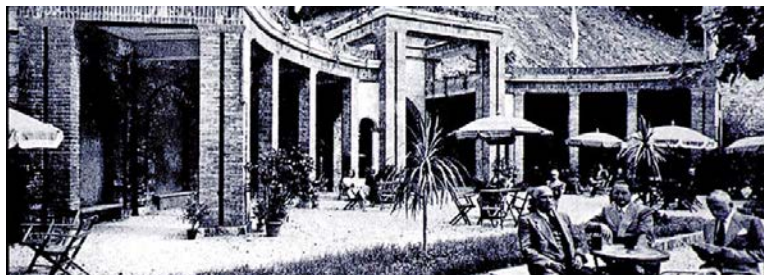
LURISIA *dalla parte dell'acqua*



Lurisia Terme, is a hamlet of the town of Roccaforte Mondovì in the province of Cuneo and gets its name from the stream which crosses the valley coming down from Monte Pigna (1856 metres). Legend has it that at the beginning of the 1900's, one of the miners in charge of extracting "lose" – very fine stone – accidentally struck a spring, provoking the flooding of a great part of the shaft while he was in the caves of Nuvolari, where the Spa is currently situated.

Over the next days the water was made to flow outside creating a small lake where the miners got into the habit of washing wounds which they got during work. It was by doing this that they realized they healed very easily and quickly.

In 1940, when the spa of Lurisia was finally inaugurated, the founders David Garbarino and Piero Sciaccaluga decided to remember the unaware discoverer of the prodigious water by using the stylized figure of a miner as the symbol of the history of Lurisia.

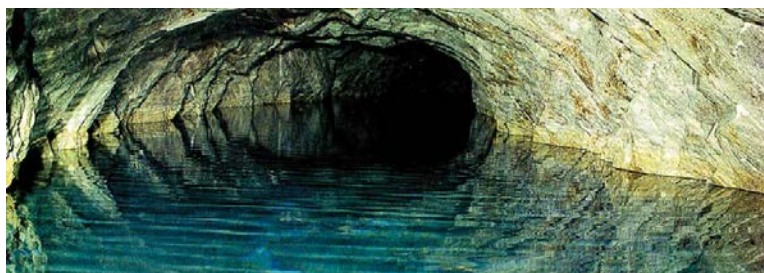


#050400
20 x 500 ml glass
SPARKLING

#050420
20 x 500 ml glass
NATURAL

#050410
12 x 1 ltr glass
SPARKLING

#050430
12 x 1 ltr glass
NATURAL



BOLLE
#050435
12 x 500 ml glass

STILLE
#050445
12 x 500 ml glass

#050440
12 X 750 ml glass
SPARKLING

#050450
12 X 750 ml glass
NATURAL



SAN BENEDETTO

acqua minerale



In 1956 the San Benedetto Group's first factory was built in the heart of Sile Park in the Veneto. The company took its name from the spring of the same name that was known as a source of healthy waters even in Roman times. San Benedetto mineral water is a lightly mineralized water which originates in the glaciers of the Dolomites and undergoes a long process of filtration before rising from the hillsides of Scorze. The water is naturally enriched with dietary minerals, trace elements and beneficial substances that favor correct hydration and regeneration of the body.



#050740
24 x 500 ml plastic
NATURAL



#050710
20 x 500 ml glass
NATURAL



#050715
12 x 750 ml glass
NATURAL



#050660
6 x 1 ltr plastic
NATURAL



#050720
12 x 1 ltr glass
NATURAL



#050620
20 x 500 ml glass
SPARKLING



#050650
6 x 1 ltr plastic
SPARKLING



#050630
12 x 750 ml glass
SPARKLING



#050640
12 x 1 ltr glass
SPARKLING



San Pellegrino, a premium quality natural mineral water that has been produced for over 600 years, flows naturally from a spring in Val Brembana, in the foothills of the Italian Alps, in the territory of San Pellegrino Terme, near Bergamo (Lombardy). Perfectly brilliant, San Pellegrino arrives at the surface naturally enriched with mineral salts.

San Pellegrino is high in mineral content - mostly Calcium, Magnesium, Bicarbonate, Chloride, and Sulphate. The extremely low Nitrate level is perhaps San Pellegrino's greatest virtue. The water is still as it comes from the ground, and is then charged with CO2 to give it the signature fizz.

In 1509, legend says, that Leonardo da Vinci himself, who dedicated extensive studies to water and is the author of a lengthy treatise on its properties, visited the source of San Pellegrino while living in Milan, and drew a detailed map of the whole San Pellegrino area.





#050100

24 x 250 ml glass



#050110

24 x 500 ml glass



#050122

15 x 750 ml glass



#050130

12 x 1 ltr glass



#050111

12 x 500 ml plastic



#050135

12 x 1 ltr plastic

#050112

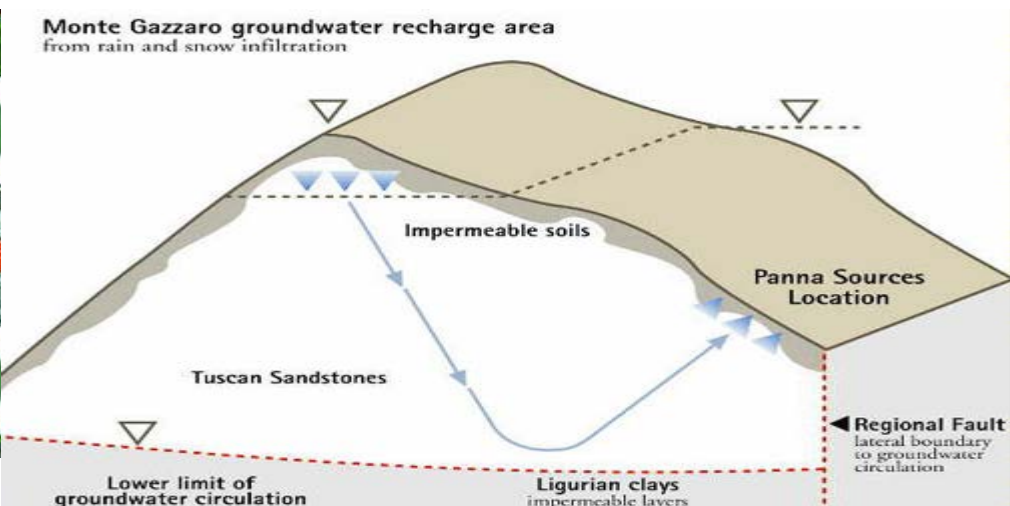
24 x 500 ml plastic



Perfectly balanced, light and luminous with a tonic note, Acqua Panna has the rare ability to enhance even the most delicate flavors. A fascinating nature that mirrors the earth of Tuscany from which it flows. Acqua Panna encompasses the very essence of Tuscan lifestyle, heritage and fine elegance, an extraordinary water rooted in the heart of the Italian culinary, artistic and historical tradition. Known for its remarkable limpidness and freshness, with subtle but very pleasant flavors, Acqua Panna natural mineral water flows from the Apennines Mountains, inside the very heart of the picturesque Tuscan landscape. Here, sheltered by uncontaminated nature since Renaissance times, it continues to surface in all its purity, in a perfect setting, as it has done for centuries. Bottled at the source, Mt. Gazzaro-elevation 3,700 feet, Acqua Panna reaches the finest tables around the world as pure as it came from its springs.

Natural mineral water forms below the earth's surface, creating a source with recognized properties favorable to health. As it flows underground, the water undergoes changes in its physical and chemical composition, acquiring truly inimitable traits. Thanks to a 15-year journey deep underground through rock strata, Acqua Panna exhibits unaltered purity together with a particular balanced formula that doesn't dominate but heightens the taste of fine food. Minerals are absorbed naturally as water flows through geological formations to its source (the level and relative proportions of minerals and trace elements at the point of emergence from the source is constant).

- Acqua Panna website





#050195
24 x 250 ml glass



#050200
24 x 500 ml glass



#050204
15 x 750 ml glass



#050205
12 x 1 ltr glass



#050210
24 x 500 ml plastic



To the north of the Vergèze bottling facility is the “Garrigues de Nîmes,” which is made up of limestone rock formed during the Mesozoic era. This limestone developed fissures through the ages, allowing the passage of water. This limestone was initially covered with Plaisancian marls from the Tertiary era, then by Quaternary alluvium formed of siliceous sand acting as a filter. This sand was covered more recently by an impermeable layer of clay, which still provides excellent protection for the PERRIER water site. Carbonic gas formed either by volcanic activity or by thermal decarbonization of the limestone travels through the chalky subsoil by means of the fissures that have opened up. As the gas makes its way up to the layer of impermeable marl, it becomes trapped. Due to cracks in the layer of marl directly above the PERRIER spring, the gas is able to pass through, creating bubbles on the surface of the water which flows out at this site, at a place called “Les Bouillens”, meaning ‘boiling waters’ in French.



#050517
24 X 6.5 oz glass



#050518
24 X 11 oz glass



#050521
12 X 25 oz glass



ORIGINAL
#050500
35 X 8.45 oz



LIME
#050505
35 X 8.45 oz