

this water™



Just in time for summer - This Water launches its range of new 1 litre real fruit quenchers, perfect for all occasions

London, July 2009 – To mark the start of the summer season and plenty of socialising with friends and family, This Water has launched the most popular recipes from its range of natural, refreshing drinks in a value for money 1 litre bottle in supermarkets around the UK.

This Water's new bottle is perfect for any occasion – slip a bottle into a delicious picnic basket, serve chilled at BBQ's and have a bottle on the table for al fresco dining on those lazy summer days. Better yet, take a 1 litre bottle along to keep you refreshed at all of the upcoming British outdoor festivities.

The new 1 litre bottle can be found in the chilled juice aisle for around £1.99 and has recently launched in Waitrose, Ocado and Sainsburys and will shortly be available in Tesco. This is the same great tasting, simple and natural drink, but this time in an easy to share, value for money 1L format.

This Water has launched the 1 litre in two of its most popular and delicious recipes:

- Lemons, limes & spring water
- Mangoes, passion fruits & spring water



This Water's tasty combination of spring water and pure fruit juices is a perfect thirst- quencher on hot summer days.

This Water is free from preservatives, colourings and flavourings and is the most natural water-based juice drink in town. **This Water** tastes great, particularly when enjoyed chilled.

Look out for **This Water** at all major supermarkets across the UK in the chilled take home aisle next to juices and smoothies.

A 1 litre bottle retails at around £1.99 but will also be available throughout summer on promotion starting at £1.

Find out more about **This Water** at www.thiswater.co.uk

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For more information, samples or interviews:

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NOTES TO EDITORS

About This Water

Since 2007, This Water has been making great tasting drinks from a simple blend of pure squeezed juices, crushed fruit and natural spring water.

This Water's 1 litre bottle comes in the two most popular 420ml recipes: lemons, limes & spring water and mangoes, passion fruits & spring water.

Other recipes of This Water, available in 420ml include pomegranates, blackcurrants & spring water; and cranberries, raspberries and spring water.

In March 2009 This Water introduced a new **antioxidant** recipe made with purple passion fruits, peaches and green tea with natural antioxidants.

In June 2009 This Water introduced a glass bottle version of their most popular recipes stocked at pubs and bars across the UK.

This Water supports Water Aid's work in Ethiopia and is helping transform the lives of the families in Achefer Woreda, Amhara regional state where only a small percentage of people have safe water. This project aims to construct over ninety wells, build latrines in several schools and train people to become hygiene communicators to promote key hygiene messages within the village. Find out more at www.thiswater.co.uk/stories/wateraid