



bringing real fruit refreshment to a pub near you

This Water launches its successful range of real fruit quenchers in pubs and bars across the UK

London, May 2009 - By popular request **This Water** launches its range of all natural, real fruit refreshment drinks in a new glass bottle for pubs and bars.

Consumer release:

Building on the strong demand there has been for This Water, they will now be launching their all natural, real fruit quenchers to pubs and bars across the UK.

“Our mission at This Water is to make a soft drink a really positive choice for pub goers, and with This Water’s all natural ingredients and three refreshing real fruit recipes to choose from in a stylish glass bottle, we are off to a great start.” Douglas Lamont, MD This Water.

Trade press release:

“Building on the strong demand there has been for This Water in the convenience sector, we are now answering the call from the on-trade to launch our all natural, real fruit quenchers in a bespoke glass bottle” Douglas Lamont, MD This Water.

He continues, “Our mission at This Water is to make a soft drink a really positive choice for pub goers by delivering taste, refreshment and innovation in all that we do. With consumer demand for soft drinks in pubs and bars increasing and with the continuing trend to more natural drinks, This Water’s three delicious real fruit recipes are the ideal way to meet this demand and grow sales.”

This Water will launch “on-trade” in a bespoke 275ml glass bottle with three of its popular and delicious recipes:

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



This Water's tasty combination of spring water and real fruit is a perfect thirst-quencher. Next time you're at your local pub for lunch or looking for a non alcoholic alternative, try a delicious and refreshing **This Water** for yourself.

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 your favourite pubs and bars across the UK. A 275ml bottle retails at around £2.20.

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 420ml off-trade range comes in four varieties: lemons, limes & spring water; mangoes, passion fruits & spring water; 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 antioxidants.

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