

# **this water**<sup>TM</sup> now with Natural Antioxidants

**New simple and delicious with passion fruits, peaches and natural antioxidants from green tea.**

**London, April 2009 - This Water** launches a new delicious way of getting your daily nutrition with the goodness of antioxidants (the equivalent of 2 cups of green tea in every bottle).



“We spoke to our drinkers and they told us they wanted a new recipe from This Water with the added benefit of antioxidants,” says Douglas Lamont, MD, This Water. “Green tea is a great source of natural antioxidants but consumers don’t always enjoy the taste so we combined it with our high quality, real fruit to deliver a delicious and refreshing drink with a natural benefit.”

The new **This Water Natural Antioxidants recipe** is made in the clean and simple This Water way:

- Purple passion fruits for a crisp, refreshing taste
- Yellow peaches for sweetness and smooth mouth feel
- Natural antioxidants from Green tea for goodness
- Spring water for natural purity

If you want something that’s made with high quality, great tasting fruit and is a natural source of antioxidants grab a bottle of **This Water with Natural Antioxidants**.

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

Look out for the new **This Water** recipe available at selected retailers. A 420ml bottle retails at around £1.29.

Find out more about **This Water** at [www.thiswater.co.uk](http://www.thiswater.co.uk)

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**For more information, samples or interviews:  
Amy Benbow-Hebbert or Georgina Dawson at Gabrielle Shaw Communications  
Email: [firstname@gsc-ltd.co.uk](mailto:firstname@gsc-ltd.co.uk) or Tel: 020 7731 8811**

## **NOTES TO EDITORS**

### **About This Water**

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

This Water's core 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 April 2009 This Water introduced a new **Antioxidant** recipe made with 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](http://www.thiswater.co.uk/stories/wateraid)