



As it celebrates its 30th year, Highland Spring continues to be the leading UK-produced brand of bottled water (Source: Zenith Bottled Water Report 2009). Highland Spring is the only major bottled water brand to have its catchment area certified organic by the Soil Association. For more than 20 years, Highland Spring has been protecting its land in the Ochil Hills, Perthshire, keeping it free from pesticides and pollution to provide consumers with 'the water from organic land'.



Market

Packaged water has been one of the fastest growing and best performing soft drinks categories over the past 10 years. The short term market is, however, a challenging one. In the face of an overall volume decline in 2008, driven by a global economic slowdown and a poor British summer, imported brands have suffered the most while British brands show the greatest resilience.

Highland Spring produces more than 240 million bottles of water per year and in 2008 recorded a sales turnover of £54.2 million.

Product

The entire water catchment area for Highland Spring, extending to approximately 1,000

hectares, is certified organic by the Soil Association. The land has been kept free from pesticides and pollution for more than 20 years, with no farming, agricultural spraying, building or habitation permitted within the protected area from which the water is drawn.

Highland Spring launched new-look packaging across its range from April 2009, and the new designs vividly illustrate the brand's organic and environmental credentials.

Mindful of its environmental responsibilities, in 2008 15 million PET bottles made from 25 per cent recycled material were produced as part of Highland Spring's environmental programme. The aim is to increase use of recycled PET to 50 million bottles in 2009.

Highland Spring remains the only bottled water brand recognised by the Eco-Management and Audit System (EMAS). EMAS recognises organisations that go above and beyond legal compliance in order to continually improve their environmental performance.

Achievements

In 2008, Highland Spring continued its trend of outperforming the market, seeing its volume share rise to 8.6 per cent, drawing it closer than ever before to the market leader, Evian (Source: Zenith 2008).

Highland Spring is the number one sparkling water brand in the UK, outperforming its nearest competitor by more than two to one (Source: Zenith Bottled Water Report 2009).

1979	1993	1998	2001	2004
Highland Spring Ltd is formed.	Highland Spring displaces Perrier from the number one slot and wins the contract to supply bottled water to British Airways worldwide.	Highland Spring becomes the official water supplier to the World Snooker Association.	Highland Spring becomes the first British brand of bottled water to have its land certified organic by the Soil Association.	Throughout 2001 the brand continues to innovate, pioneering the children's bottled water market.
				Highland Spring celebrates its 25th anniversary.



Against an overall market decline of 5.5 per cent to 2,055 million litres, Highland Spring's sales fell by just 1.4 per cent (Source: Zenith 2008).

Highland Spring bypassed Volvic to be ranked second in the take-home market and was the fastest growing brand among major multiples. It also won share in both the impulse and on-premise markets. It remains the leading UK-produced brand of bottled water, and is first in doorstep deliveries and the cash and carry sector. (In the latter, its volume sales are greater than those of the next three brands combined.) A pioneer of children's bottled water, Highland Spring continues to lead the sector.

In the same year it was the 'most trusted' British bottled water brand, according to consumer research (Source: NOP November 2008) and was recognised as the leading ethical bottled water brand by The Good Shopping Guide in 2007, 2008 and 2009.

Recent Developments

Highland Spring is leading the way in communicating the benefits of bottled water and healthy hydration. A founder member of the Natural Hydration Council (NHC), together with Danone and Nestlé, it is providing information to help consumers make informed choices, free from media myth and misinformation. The NHC will continue to research and promote the environmental, health and other sustainable benefits of natural bottled water. A major advertising campaign in 2009 spearheads this initiative.

In 2009 Highland Spring acquired premium Scottish brand, Speyside Glenlivet Natural

Mineral Water. Bottled at source on the Crown Estate of Glenlivet, it is drawn from Scotland's highest spring. The brand is found in some of the world's most distinguished hotels, from London's The Dorchester to The Ritz in Paris.

Promotion

2009 sees a major development in Highland Spring's brand communication strategy.

Having successfully communicated its unique rational credentials as the first bottled water to be drawn from land certified organic, Highland Spring is setting out to make an emotional connection with consumers via a high profile national press campaign. Using iconic cinematic moments of 'unconditional giving', featuring some of Hollywood's most treasured stars, the campaign conveys the idea that choosing to give someone Highland Spring is an act of 'true love'.

Underpinning this is a refreshed web presence that further communicates Highland Spring's organic and environmental credentials.

As advocates of a healthy, active lifestyle, the company strives to promote the link between active sport and good hydration and has a comprehensive sports sponsorship portfolio.

Highland Spring is the exclusive drinks sponsor of Britain's number one tennis professional, Andy Murray and his brother, Jamie Murray – a former Wimbledon doubles champion. Highland Spring is the official bottled water supplier to the Lawn Tennis Association and also supports initiatives promoting tennis as a fun and healthy pursuit for all ages.



The brand sponsors Scottish cyclist and Olympic gold medallist Sir Chris Hoy and is the official water supplier to high profile rugby teams and athletics events. It also sponsors top golf and snooker professionals.

Highland Spring's sports sponsorship portfolio aims to inspire and motivate young Britons to get involved in sport and develop healthy hydration habits.

Brand Values

Highland Spring is an iconic Scottish brand. The water is drawn from an underground spring in the Ochil Hills in Perthshire, Scotland.

As guardian of the land, the company goes to great lengths to protect its source, ensuring the water is as pure as possible.

Highland Spring is committed to protecting the wider environment and developing its business in a sustainable, eco-friendly way.

highland-spring.com



Things you didn't know about Highland Spring

Highland Spring is the first bottled water to have the land from which it is drawn certified organic.

Highland Spring is a founder member of the Natural Hydration Council.

Highland Spring's packaging is 100 per cent recyclable.

2006	2007	2008	2009
The first national TV advertising campaign is rolled out.	Highland Spring is revealed as the exclusive drinks sponsor to British tennis star Andy Murray and his brother, former Wimbledon doubles champion, Jamie Murray.	Highland Spring signs a major sponsorship partnership with Sir Chris Hoy, multi-gold medal winner at the Beijing Olympics.	New packaging is launched and classic Hollywood stars are used to promote 'the water from organic land'.