



The UK bottled water industry is booming. Nearly 60 per cent of the adult population now drinks bottled water, making it the second most popular soft drink and one of the fastest growing sectors in the market. Highland Spring is the UK's leading producer, number one sparkling and kids' bottled water brand (Source: Zenith/ACNielsen). It was the first bottled water in the UK to be granted organic certification from the Soil Association for its protected land in the Ochil Hills, Perthshire.

### Market

Bottled water has a 16 per cent share of the UK soft drinks market and is attracting consumers at a faster rate than any other soft drink.

The UK bottled water market is now worth an impressive £1.68 billion, with 2.27 billion litres consumed in 2006 (Source: Zenith 2007). Nevertheless, fewer than one quarter of adults drink the recommended two litres each day, indicating huge potential for sustained growth in the years ahead.

As the number two brand overall in the UK bottled water market, Highland Spring was also one of the fastest growing major brands in 2006, up 12 per cent (Source: Zenith 2007).

Still water is the most popular choice for consumers, with 77 per cent choosing it most often. At the same time, sparkling water has also grown in popularity, with sales up two per cent in 2006 (Source: Zenith 2007).

Highland Spring is the number one sparkling bottled water brand in the UK with 13 per cent share in 2006, contributing 63 per cent of the growth in the take-home sector during the same year (Source: Zenith 2007).

After it was pioneered by Highland Spring in 2001, the kids' bottled water sector has exceeded the 16 million litre mark, continuing to offer significant potential and forecast to reach 40 million litres by 2010. Highland Spring for Kids is the number one kids' bottled water brand in the UK with 26 per cent share.

### Achievements

Highland Spring is the UK's leading producer of bottled water, number one in doorstep



deliveries and in the cash and carry sector, exporting to over 50 countries worldwide. The company produces around one million bottles of water a day and in 2006 recorded a sales turnover of £54.2 million.

The entire water catchment area for Highland Spring, extending to 1,260 hectares, is accredited organic by the Soil Association.

As the biggest employer in Blackford, Perthshire, Highland Spring plays a vital role in the local economy and provides an active and supportive role in the local community.

Formed in 1979 Highland Spring has enjoyed sustained growth year-on-year to become a leader in the industry. The

headquarters in Blackford boast one of Europe's most modern bottling plants with four state-of-the-art bottling lines.

### Product

Research conducted over the years shows a growing majority of consumers believe Scotland is home to the purest water and the provenance of Highland Spring is certainly core to its continued success.

No farming, agriculture spraying, building or habitation is permitted within 2,000 acres of protected land from which Highland Spring is drawn. The land has been kept free from pesticides and pollution for more than



20 years. The water is harvested from naturally renewable sources, constantly replenished by the ample rainfall in the Ochil Hills, Perthshire.

Untouched by human hand, Highland Spring is delivered to consumers exactly as nature intended with nothing added or taken away, apart from the addition of CO<sub>2</sub> for its sparkling range.

The company offers the most comprehensive portfolio of bottled waters in the UK market to meet all needs, from the stylish glass range for fine dining to sports bottles for 'on the go'.

### Recent Developments

Created exclusively for the restaurant and licensed trade, Highland Spring's 750ml glass bottle was launched in September 2006 in both still and sparkling as a new addition to the range.

To facilitate increased demand Highland Spring reclassified in April 2007 as a 'spring water', giving the company access to at least another 100 million litres of water a year. The water continues to be pure and natural Highland Spring, sourced from the same organic, protected catchment area.

In addition £3 million is being invested in 2007 in new production facilities to help meet future demand and upgrade existing bottling lines.

### Promotion

As advocates of a healthy active lifestyle, Highland Spring is committed to forging the link between active sport and good hydration, as well as encouraging school children to adopt healthier drinking habits.

In 2007, Highland Spring was revealed as exclusive drinks sponsor of Britain's

number one professional tennis player, Andy Murray. The 20 year-old tennis ace, who hails from Dunblane, only 10 miles from the company's bottling plant, displays the brand logo on his shirt sleeve and drinks Highland Spring as part of his dietary regime.

The company also sponsors the world's top three snooker players – Stephen Hendry, Ronnie O'Sullivan and Ken Doherty – and is a major supporter of Glasgow's 2014 Commonwealth Games Bid.

Highland Spring is a long term supporter of major sporting events at a local, national and international level such as: the UCI Mountain Bike World Cup; the renowned Johnnie Walker Golf Championship at Gleneagles; World Bowls Tour; HIHO windsurfing tournament in the British Virgin Islands; and hundreds of running events across the UK. It is also the official bottled water to a number of UK rugby union teams including London Wasps, Saracens, NEC Harlequins, Northampton Saints and Sale Sharks.

To reinforce its organic credentials, Highland Spring has supported a number of initiatives run by the Soil Association including the School Food Awards in 2005 and the Organic Food Awards in 2006.

The company's first ever national TV advertising campaign ran in 2006, promoting the organic credentials of its land. An association with ITV soon followed, seeing Highland Spring as broadcast sponsor of the British Soap Awards, National TV Awards and British Comedy Awards during the same year.

The company has a successful and long standing marketing partnership



with VisitScotland which has now entered its fifth year. Through sampling, advertising and PR, the Scotland Underground campaign promotes Scotland as the ideal destination for a short break, and Highland Spring as the source of the purest, freshest bottled water.

Highland Spring also works closely with Connoisseurs Scotland, an organisation promoting a select, world renowned collection of some of Scotland's most prestigious hotels, including Myers Castle, Gleneagles and The Old Course Hotel Golf Resort & Spa in St Andrew's.

As a corporate sponsor of Scotland's annual showcase event, The Edinburgh Military Tattoo, the brand reaches more than 100 million viewers worldwide through the Edinburgh Tattoo Highland Spring dancers.

In 2004 Highland Spring launched a three-year cause related marketing partnership with Breast Cancer Care. The award winning Pure & Natural campaign saw the famous pink ribbon symbol appear on the majority of the brand's range. A 75 strong 'Team Highland Spring' including GMTV's Lorraine Kelly and Highland Spring employees, ran the 2005 New York marathon. In 2006 the company launched its first pink bottle. Both activities helped to raise upwards of £350,000.

### Brand Values

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

As guardians of the land, the company goes to great lengths to protect its source, ensuring the water is the purest it can be.

Since many people believe Scotland to be the home of the purest, freshest bottled water, Highland Spring is committed to protecting the environment and developing the business in a sustainable, eco-friendly way.

[www.highland-spring.com](http://www.highland-spring.com)

## Things you didn't know about Highland Spring

Pure water from the Ochil Hills has long been held in high regard. In 1488 King James IV of Scotland ordered his Coronation ale to be made from Blackford water.

Rainwater takes as long as 15 years to reach the source of Highland Spring deep below the Ochil Hills, having collected the minerals which give the water its unique mineral analysis.

Highland Spring was the water of choice at the G8 Summit at the Gleneagles Hotel in July 2005.

## 1979

Highland Spring Ltd is formed.

## 1993

Highland Spring displaces Perrier from the number one bottled water slot.

The brand wins the contract to supply bottled water to British Airways worldwide.

## 1998

Highland Spring becomes official water supplier to the World Snooker Association.

## 2001

Highland Spring becomes the first British brand of bottled water to have its land registered organic by the Soil Association.

The brand continues to innovate, pioneering the children's bottled water market.

## 2004

Also in 2001, Highland Spring acquires Gleneagles Natural Mineral Water and establishes Watermedia, creating bespoke promotional bottles.

The brand celebrates its 25th anniversary and Highland Spring Dress Tartan is specifically created for the brand.

## 2006

The first national TV advertising campaign titled 'The Journey' is rolled out.

## 2007

Highland Spring scoops number two overall brand position from Volvic in the UK.