



April 2007

Bottled water big money maker for big-four in '06

In February and March of this year, the big four global bottled water multinationals – Coke, Danone, Nestlé and PepsiCo – released their annual reports outlining their earnings for 2006.

Each of the companies saw close to double figure increases in bottled water sales. Danone reported a 14.8% increase in global sales of its bottled water products with Nestlé showing a 9.4% increase in global sales. In US sales PepsiCo's Aquafina experienced a 21.9% increase, while Coca-Cola's Dasani reported a 20.1% increase in US sales.

According to the [Beverage Marketing Corporation](#), sales volume of bottled water in the US grew by 9.5% between 2005 and 2006.

Growth in the industry is coinciding with a growth in the global movement against bottled water. What the industry figures affirm is that this growing movement is up against an increasingly powerful group of multinational corporations.

In 2006 the big four multinational bottled water companies spent \$37.34 billion on advertising and marketing. What percentage of this total goes toward pushing bottled water around the world is not known.

With this kind of advertising power our movements are facing a formidable challenge, one that is being taken up by a growing number of individuals and groups around the world who are quickly pushing the movement into the mainstream.

Media continues to report bottled water issues

The anti-bottled water message continues to reach a growing number of people through reports in the mainstream corporate media about bottled water issues.

One of the biggest stories to break in the past few months was the San Francisco Chronicle's [report](#) about high end restaurants in the Bay area taking bottled water off of their menus. This story spawned an Associated Press article on the same topic which was picked up by close to a dozen dailies across North America.

The message from these articles is that bottled water is not a sustainable, and that shipping mineral water half way across the world is damaging to the environment.

The actions of these restaurants set a precedent for other businesses to follow suit and stop selling bottled water.

Men's website takes on the bottled water industry

Proving that the bottled water movement is expanding, a website targeted at Toronto area men has launched its own 'Just say no to bottled water' campaign.

The website www.xyyz.ca – launched by Globe and Mail columnist Russell Smith in late 2006 – has been called a "sophisticated men's advisory service that provides daily doses of information on how to live a cooler life in Toronto."

In addition to offering advice about being cool, the website has a permanent link to their '[say no to bottled water](#)' campaign site. The site highlights bottled water's environmental impacts and provides people with access to an important campaign tool.

The campaign tool is a billfold insert that restaurant customers can leave with their bill. The insert thanks the restaurant owner for serving tap water and explains that bottled water was not ordered for environmental reasons.

www.xyyz.ca sends out daily emails to its thousands of subscribers. Included on each email is a link to the bottled water campaign.

The website and campaign are helping spread the message about bottled water to a very economically powerful section of Toronto's population. The bottled water movement is clearly gaining momentum in the mainstream and can now officially be considered 'cool'.

Bottled water industry related articles:

[US] [Bottled water: No longer cool?](#)

April 25, 2007

Fortune

[Australia] [Disaster in a bottle](#)

April 24, 2007

The Sydney Morning Herald

[US] [Thirst For Bottled Water May Hurt Environment](#)

April 20, 2007

Seattle Post-Intelligencer

[US] [Water, water - and wasted plastic bottles – everywhere](#)

April 19, 2007

The Chicago Sun-Times

[US] [Nalgene launches campaign against bottled water](#)

April 17, 2007

<http://www.refillnotlandfill.org/>

[Australia] [Testing the waters](#)

April 17, 2007

The Age

[Germany] [Contamination of Bottled Waters with Antimony Leaching from Polyethylene Terephthalate \(PET\) Increases upon Storage](#)

William Shotyk and Michael Krachler

Environ. Sci. Technol., 41 (5), 1560 -1563, 2007

[India] [Nestle Waters thirsts for Himalayan](#)

April 16, 2007

The Economic Times

[Canada] [Is bottled water toast?](#)

April 7, 2007

Montreal Gazette

[US] [Is bottled water really better than tap?](#)

April 5, 2007

Reuters News

[Australia] [Bottled water plan angers Yarra Valley locals](#)

April 5, 2007

Australian Broadcasting Corporation Transcripts

[Canada] [Bottled water fees too low: Critics](#)

April 4, 2007

Toronto Star

[US] [Restaurants start shutting off tap to bottled water](#)

April 4, 2007

The Oakland Tribune

[US] [Nestle Waters plant coming to Denver](#)

April 4, 2007

Denver Post

[US/Armenia] [A tale of arsenic and old ways; Southland Armenians are surprised, and a bit miffed, by an FDA alert on a traditional tonic.](#)

02 April 2007

Los Angeles Times

[México] [Modelo And Nestlé Finalise Water Venture](#)

April 1, 2007

Business Monitor International

[Philippines] ['Tap water safe to drink'](#)

March 31, 2007

Philippine Daily Inquirer

[US] [Local tap water bubbles up in restaurants](#)

21 March 2007

The San Francisco Chronicle

[US] [Let's pick up 125 million bottles](#)

The Oregonian

18 March 2007

[US] [Kona Deep\(R\) 100% Hawaii Deep Sea Drinking Water Debuts Across America and Hawaii This March](#)

March 14, 2007

Market Wire

[US] [Water market forecast to build on 11% growth](#)

14 March 2007

Marketing

[Canada] [Bottled water concerns a tempest in a teapot: council](#)

March 12, 2007

CBC News

[US] [Led By Bottled Water, Teas And Energy Drinks, The U.S. Liquid Refreshment Beverage Market Grew By 2.8% In 2006](#)

March 8, 2007

Beverage Marketing Corporation

[US] [Water rights group enlists Rep. Kucinich](#)

February 19, 2007

Associated Press Newswires

[UK] [Water waste](#)

February 15, 2007

Lincolnshire Echo

[UK] [Spending taxpayers' cash like water](#)

February 15, 2007

Lincolnshire Echo

[Canada] [Canada: Bottled water a marketing triumph](#)

February 12, 2007

The Gazette

[France] **Asia drives Danone's buoyant drinks**

Link to [Danone press release](#)

16 February 2007

Just-Drinks

[Canada] [Charest veut interdire les bonbonnes d'eau non réutilisables](#)

February 12, 2007

La Presse

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