

## *Bottled Water*

### **It's Healthy... Water is good for you.**

Water is something doctors and nutritionists tell us all to drink more of. Bottled water allows you the convenience of drinking water throughout the day no matter what you're doing or where you are. More people are drinking water, whether bottled or tap, and that's great in our on-the-go, health-conscious society.

**It's Made with High Quality Water ... Great water makes great beverages.** Water is a key ingredient in all of our products. As a customer of municipal water systems, the beverage industry supports their strength and viability. It is in our best interests to protect our nation's water resources for today and for the future.

### **It's Safe... Bottled water is regulated by the Food and Drug Administration.**

The FDA is responsible for the safety of all food and beverages, including bottled water. Further, purified water (as well as most other non-alcoholic beverages the soft drink industry makes) begins with municipal water sources – water that is regulated by the Environmental Protection Agency.

**It's 100% Recyclable... Everything from the caps to the labels on our bottled water containers is 100% recyclable.** And they are amongst the most recycled consumer products on the market.

### **It's Lightweight... And getting lighter.**

Our companies continue work to reduce the amount of material that goes into plastic bottled water containers, which is good for business and good for the environment. Recent light-weighting announcements by the largest three bottled water companies will save well over 100 million pounds of PET resin this year, making containers that are upwards of 40% lighter than they were 5 years ago.

**It's a Small Part of the Waste Stream... PET bottled water containers account for less than 0.3% of municipal waste.**

In other words, our containers are a small portion of all the consumer waste going into landfills. Yet, we're working to be a big part of the solution by reducing the weight of our containers and supporting greater recycling efforts in America.

**It's an Efficient Water User ... Water is a precious resource to us.** That's why our industry is a good water steward. We're taking a number of steps - using ionized air to clean water bottles, saving roughly 60,000 gallons a day, and not using water to lubricate our conveyor belts, which saves about 6,000 gallons a day, among others. Efficient water use is part of our culture and necessary to the sustainability of our industry.

**It's a Low Energy User... The oil used to make plastic bottled water containers is equivalent to 0.04% of America's oil consumption.** And this oil is being used for a healthy product.

**We're Working to Reduce our Footprint Even More... We've made good progress on our environmental footprint, but we're not satisfied.**

The beverage industry is working hard to further reduce our footprint by making our packaging even lighter, improving our water-use ratio, making all operations more energy efficient, as well as supporting and improving curbside recycling programs. While we may be a small part of the environmental problem, we're working to be a big part of the solution.





## **Bottled Water Myths Versus Facts**

***Myth: Bottled water is a luxury item, not a necessity.***

**Fact:** Hydration is essential for our bodies to function effectively. Bottled water is one of many hydration options and provides consumers with convenient access to clean, refreshing water that they can carry with them and drink throughout the day, something doctors and nutritionists encourage. People also enjoy the consistent taste they get from their preferred brand of bottled water – and the ease of picking up a chilled bottle when they're on the go.

Also, in situations of extreme temperatures or natural disasters bottled water is a critical way to stay hydrated, especially as tap water is not always convenient or available. In fact, many communities recommend that people keep bottled water on hand in case of a local emergency. And on a larger scale, immediately following Hurricane Katrina, the beverage industry responded to an urgent FEMA request to provide more than 200,000 cases of bottled water for distribution to hurricane victims. This is just one example of the important role bottled water plays in consumers' lives.

***Myth: Bottled water is not as safe as tap water.***

**Fact:** Both bottled water and tap water are strictly regulated by federal law. In fact, the U.S. Food and Drug Administration (FDA) imposes standards for bottled water that are at least as stringent and protective of public health as standards set by the U.S. Environmental Protection Agency (EPA) for public drinking water systems. Many states also regulate the production of bottled water. All bottled water sold in the U.S. must comply with stringent federal requirements for safety, quality and labeling.

***Myth: Bottled water competes with municipal water systems.***

**Fact:** Tap water serves varying purposes in the typical U.S. household, including personal hygiene, clothes and dish washing, cooking, cleaning, irrigation and drinking. Whether tap or bottled water – there's room to choose depending on a consumer's needs and preferences throughout the day.

Furthermore, water is the primary ingredient in many of our beverages. Therefore a strong municipal water system is very important to us. Just like homeowners, we are customers of the municipal water supply and we support its strength and viability. We wouldn't be able to make our many different beverage products without a strong, viable local water supply.

***Myth: Plastic water bottles are clogging up landfills all over the country.***

**Fact:** Bottled water bottles are 100 percent recyclable and account for less than one-third of 1 percent of all waste produced in the U.S. The beverage industry's containers are among the most recycled consumer product packaging in the nation, and are accepted in virtually all curbside and drop-off programs. Further, water, like many other food and beverage products, is packaged in PET plastic, which is one of the most recycled plastic resins worldwide. As a matter of perspective, paper makes up more than 40 percent of landfill content, according to the U.S.

Environmental Protection Agency (EPA), with newspapers taking up as much as 13 percent. Further, disposable diapers take up more than 12 times the amount of landfill space compared to bottled water bottles.

Comprehensive recycling programs, which are supported by our industry, would not only recycle beverage containers but also could enhance recycling rates for all recyclables, including paper, and have a dramatic impact on reducing landfill content. The beverage industry also believes, however, that more needs to be done to educate consumers about the importance of recycling. That is why the American Beverage Association is a founding member of the National Recycling Partnership along with the EPA and others. This initiative aims to revive consumers' interest in recycling by educating them on what, how and why to recycle.

Furthermore, the beverage industry is making continued improvements to reduce its environmental footprint. In fact, we are incorporating more recycled content into our packaging and also making it lighter.

***Myth: The beverage industry uses an inordinate amount of water to make its products.***

**Fact:** In reality, the beverage industry is a minimal water user. While water is a key ingredient in all of our products, our manufacturing facilities use very little water compared to other industries. In fact, we account for only 3/100ths of 1 percent of all public water usage, or about a gallon out of every 3,300 gallons withdrawn from ground or surface water sources.

***Myth: Bottled water costs thousands of times more than tap water.***

**Fact:** Water is not free - even public, government-supported water supplies come at a price to consumers who use these resources. Further, bottled water companies do not simply "bottle" tap or spring water. Rather, they incur significant production and operational costs to bring bottled water to market in a safe, government-approved manner. For example, purified water is created through highly sophisticated purification systems, such as distillation, deionization and reverse osmosis, all of which are designed to remove impurities and enhance the taste and flavor profile. Likewise, a significant investment is made in developing, maintaining and testing spring water sources to ensure the integrity of bottled water.

***Myth: It takes millions of barrels of oil to make bottled water containers and transporting water is unnecessary given that tap water is so accessible.***

**Fact:** Energy is used in the production and distribution of all consumer products, including foods and beverages. The oil figures cited by critics for making plastic water bottles account for 4/100ths of 1 percent of America's oil consumption. Still, our industry is constantly working to reduce the material in our packaging, become more energy efficient and improve recycling rates. These efforts are good for the environment and for business.

***Myth: Producing bottled water create needless carbon dioxide emissions.***

**Fact:** It takes energy to bring all consumer products to market. Hydration is critical in order for our bodies to operate effectively and bottled water is one of many hydration options. That being said, the beverage industry is proud to have a longstanding commitment to protecting the environment and will continue to do its part to promote stewardship of water resources throughout the world.