

Lap of honour

The judges deliberated. The lavish ceremony, which was the largest event of its kind for the non-alcoholic drinks industry, took place at the International Convention Centre in Munich, during **Drinktec**. And the victors were crowned. Now we present you with the water related winners of the **beverage innovation awards 2009** . . .



Best packaged water

Winner: Danish Bottling Company, Nornir

The concept behind Nornir water is to symbolise the cycle of life and tell the story of the Fates of Norse legend, Nornir, who used it to give strength and vitality to the world tree. The pure mineral water's source in Denmark comes from a 20 million-year-old cycle as the water is filtered deep underground by quartz sand and protected by age old geological strata.

Available in three versions, which parallel the three Norns, namely still, effervescent and with oxygen, the water's glass-like appearance in PET, simplistic labelling and original marketing aim to emphasise its purity and status as a premium water.



SEEMS, Sembrancher Premium Swiss Water

Sourced from melted snow on the peaks of Mont Blanc, this premium bottled mineral water claims to travel from its pristine origins to the finest tables. Its glass bottle packaging with contemporary mountain logo, gunmetal label and handwritten graphics serve to recreate the experience of drinking directly from source.

ABI, 9°

This Belgian premium water brand is so called because the Italian underground spring from which it originates remains at a constant temperature of 9°, making this the optimum temperature to serve and enjoy the water. To enhance its exclusivity, the product has limited distribution, is available in nine different colours and is adorned with platinum and nine diamonds with 23 carat gold flakes. ■



Font D'Or Maximum, Sembrancher and 9°

Finalists

Grupo Vichy Catalan, Font D'Or Maximum

Developed for the restaurant and hotel markets, Spanish Font D'Or Maximum hails from the Font D'Or spring, which is marketed as 'The

birthplace of water' due to its 100-year-old heritage and history. It is presented in a blue translucent, stylised glass bottle with a sophisticated, curvy silhouette for easy handling and a classically distinctive appearance.