



Press Release from the Natural Hydration Council

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## **Natural source water producers relaunch trade body**

Natural source water companies are relaunching their trade body, the Natural Hydration Council (NHC), as the Natural Source Waters Association (NSWA). The decision has been made to change the name so that it more closely reflects both the membership of the organisation and the work it does.

The Natural Hydration Council was set up ten years ago to promote water as the healthiest way to hydrate. Its members are all producers of natural source waters and represent about 60% of the water bought in the UK. (Brecon Carreg, Danone Waters, Harrogate Water Brands, Highland Spring Group, Montgomery Waters, Nestlé Waters, Shepley Spring and Wenlock Spring.)

The Natural Source Waters Association will still work with dieticians and other partners to promote water as the healthiest way to hydrate. The organisation will also continue to bring the sector together, along with government, experts, specialist interest groups and other partners, to look at ways to eliminate packaging waste through building a circular plastics economy, and protect the environment

Natural source waters will always play an important role in healthy hydration. They are one of the healthiest drinks on the shelf, as well as having the lowest overall environmental impact as they have no additives such as sugars or sweeteners and undergo no processing. Natural source waters make up approximately 20% of the soft drinks category. At a time of rising obesity, weight-related health problems such as diabetes and heart conditions, a healthy option should always be available to consumers. Many people choose natural source waters as they prefer the taste, or because they are not chemically treated and are from a natural source.

The category has always taken its environmental obligations seriously. From protecting the land around the water sources, to ensuring they are free from pollution and encourage biodiversity, to using only recyclable packaging. Last year NSWA members worked with the Cambridge Institute for Sustainability Leadership on a roadmap to eliminate plastic packaging waste from the supply chain and the NSWA is currently working closely with the Scottish Government on the planned introduction of a Deposit Return Scheme, and supporting plans to introduce a Deposit Return Scheme across the UK. NSWA members are using increasing amounts of recycled material in their packaging and are committed to a target of 70% recycled content by 2025.

Chair of the Natural Source Waters Association, Steve Godwin, said, "Relaunching now as the NSWA gives us an excellent opportunity to address the issues that this category is facing, such as



eliminating plastic packaging waste and promoting the role that natural source waters have to play when it comes to health and hydration.”

Richard Hall, Chairman of Zenith Global, said, “Defining markets is always a challenge as there is often a variety of options within one category. We will be altering our description of the category from Bottled Water to Water Drinks, which includes natural source, functional and flavoured waters”.

As part of the name change the NSWA have created an updated website: [www.naturalsourcewaters.org.uk](http://www.naturalsourcewaters.org.uk) and Twitter handle @NSWA\_UK.

**ENDS**

Notes for editors:

1. For more information go to [www.naturalsourcewaters.org.uk](http://www.naturalsourcewaters.org.uk) or call 0208 996 5115.