

walnut grove  
spring water



drink deeply

## Walnut Grove Spring Water Company, LLC

### Corporate Communications Contact:

Ryan Bass

Executive Vice President / Chief Marketing Officer

RR 3 Box 183 AA

Bloomfield, IN 47424

(812) 384-9395 x.101 HQ Office

(812) 384-9765 FAX

(812) 227-0432 Mobile

[rbass@walnutgrovespring.com](mailto:rbass@walnutgrovespring.com)

[www.walnutgrovespring.com](http://www.walnutgrovespring.com)

\*\*\**FOR IMMEDIATE RELEASE*\*\*\*

## Walnut Grove Spring Water Announces New Carbon-Friendly Package

**BLOOMFIELD, IN, March 26, 2008** – A new year brings a new, more carbon-friendly package for **walnut grove spring water**. After introducing the company's inaugural product in April, 2007, the Walnut Grove Spring Water Company released its new package on March 3, 2008.

The natural spring water continues to utilize glass packaging, but is now a larger size (25.4oz / 750ml), and features an aluminum screw-top closure. The water's inaugural package – the 12.6oz / 375ml glass *swingtop* bottle – will be phased out, and eventually discontinued.

The company announced the change will reduce the distance its packaging components travel from 15,000 total inbound miles to 3,000 total inbound miles – **an 80% reduction** in the **Carbon Footprint** of the package's supply-chain. After tireless efforts to source the inaugural package's components domestically, the proactive choice to drop the package instead of continuing to import from Europe & Asia was made. The company is proud to now use **100% North American Suppliers** – vastly reducing energy expenditures in their supply chain while continuing to offer a premium natural spring water experience.

EVP/CMO Ryan Bass says “The move to the new package for **walnut grove spring water** is due to our continual focus on reducing environmental impact from bottled water products which is a top priority for our company. In addition to the sustainable practices we employ in harvesting the natural spring water, our new package provides a unique opportunity to take the same approach and further reduce our company's Carbon Footprint across our supply chain. The change allows us to utilize even more local suppliers, double product quantity per unit, and drastically reduce our company's overall environmental impact. We hope to serve as an example to companies of all industries to make the same efforts to reduce their own Carbon Footprint and environmental impact.”

Other socially-responsible aspects of **walnut grove spring water** include:

- Sustainable spring water harvesting at 1/100 of total spring production
- Commitment to utilizing local management, staff, materials and vendors whenever possible

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- Donation of a percentage of profits to **Farm Aid** – helping to establish & sustain local, privately-owned Farms
- 100% Recyclable / Consumer Reusable Glass Bottles (made with 25% Recycled Glass)
- New bottle features printed-on label eliminating plastic raw materials & waste
- Cradle-to-grave Corrugated/Cardboard shipping container reuse

***~~ Walnut Grove Spring Water is one of only three privately-held glass-bottled single-source natural spring waters in the US. The company produces fine glass bottled natural spring water products targeting local, regional, and national fine-dining establishments, gourmet retailers, and wineries. The company also supplies supermarket retailers, food manufacturers, and home/office delivery companies with bulk spring water for select bottling and manufacturing.***

***Walnut Grove Spring Water makes a unique commitment to reducing environmental impact from bottled water products; utilizes local materials, services & people; and donates a percentage of profits to Farm Aid – helping to sustain local, privately-owned farms. The Walnut Grove Spring is the largest volume producing spring in the State of Indiana; and one of the largest producing springs in the entire Midwest U.S. ~~***

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