

NEW ZEALAND ARTESIAN WATER LTD

TM

HOW
WATER
SHOULD
TASTE.

NEW ZEALAND ARTESIAN WATER



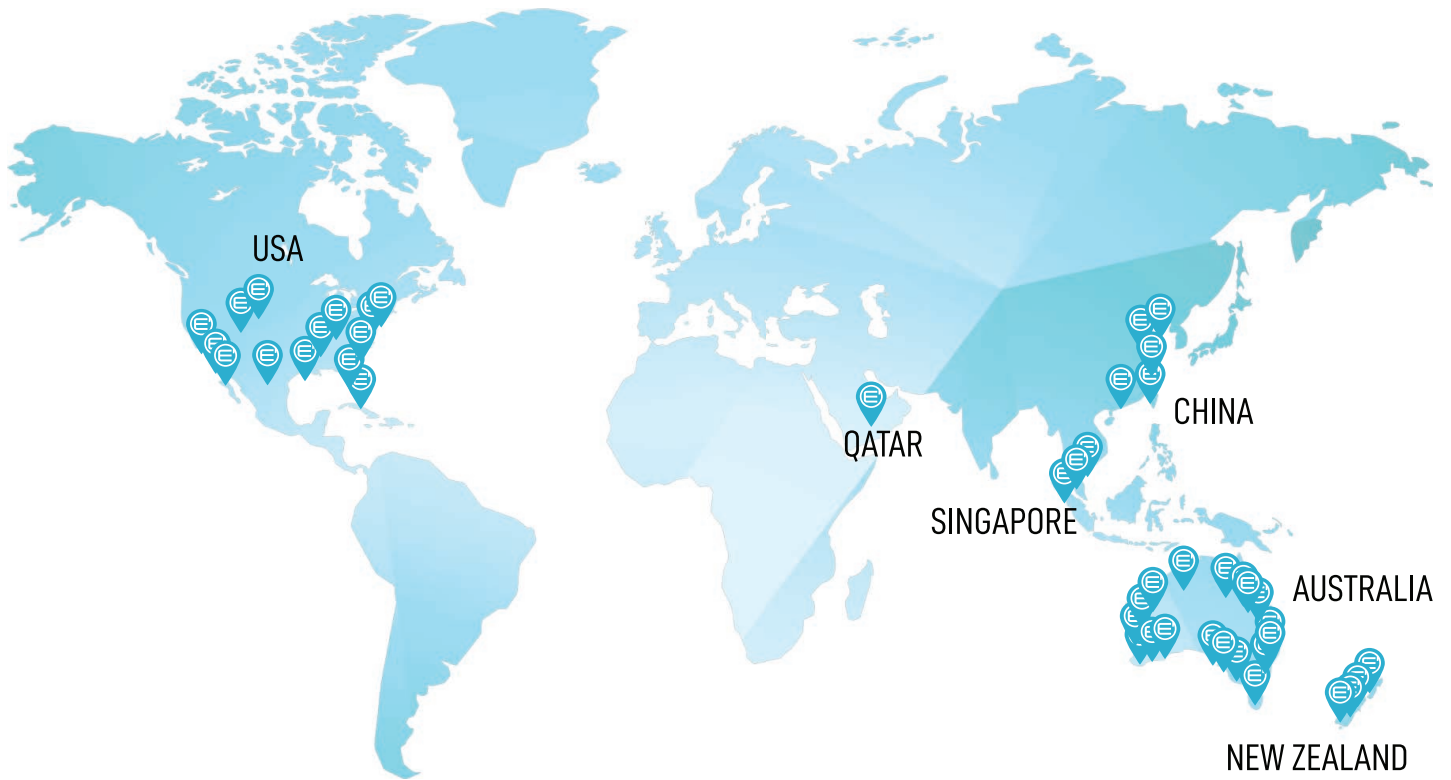
INNOVATION, DESIGN AND PURITY ARE THE KEY FOCUS BEHIND THE E'STEL BRAND. WE ARE A DISRUPTIVE PREMIUM BRAND IN A SATURATED, TIRED CATEGORY SPACE.

Our vision is to take great pure tasting natural alkaline water from the deep South Pacific and share this with the rest of the planet. The E'stel water source comes from one of the deepest bores in New Zealand, originated from the last ice age over 27,000 years ago. It is naturally filtered by ignimbrite rock, deep underground and untouched by the modern environment. Not only does it have an exceptionally subtle clean taste, with a gentle silky texture on the palate; it has a distinctive appearance that sets it apart from competitors on the shelf.

The combination of beneficial, great tasting water with a sleek, ergonomic aesthetic offers a unique proposition to the consumer. E'stel aligns with a wide health conscious demographic spread and continues to grow increasingly popular with educated buyers, seeking the best possible hydration solution. Perfect for home or office, gyms or other physical activities, the E'stel brand speaks of aspiration, confidence and pristine quality.

IT'S HOW WATER SHOULD TASTE.

GLOBAL MARKET REACH AND PARTNERS



Alkaline water has seen exponential growth over the last couple of years, in particular in the US and this trend is starting to show in other countries as well.

NEW ZEALAND	AUSTRALIA	USA	CHINA

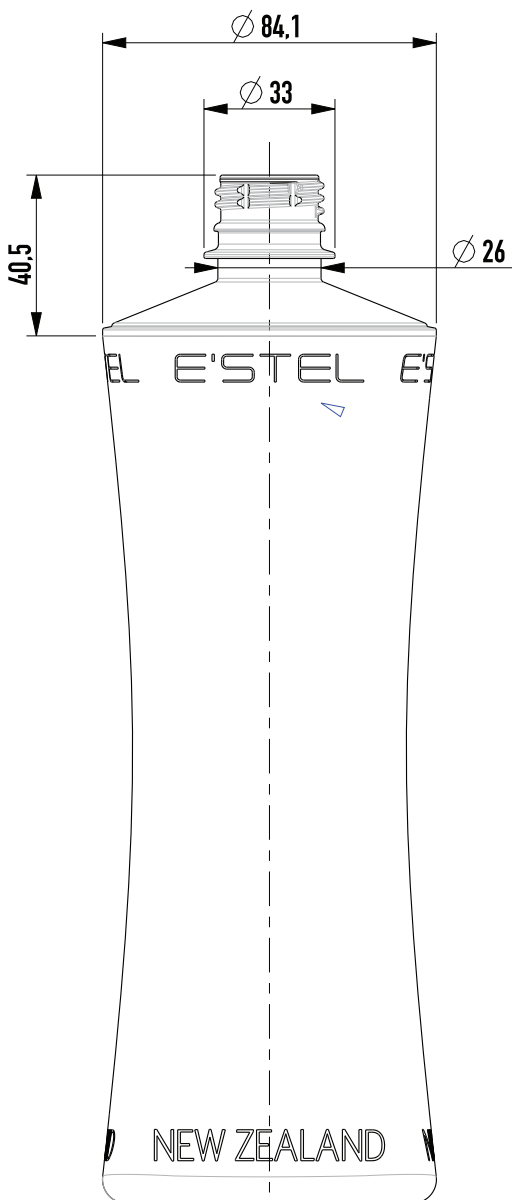
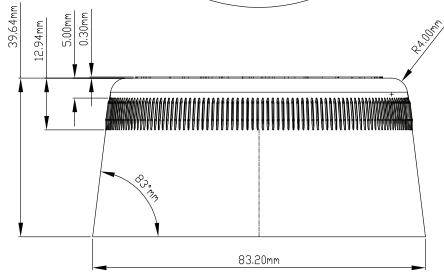
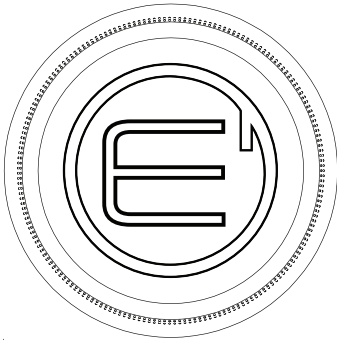
- New Channels developed over the last 12 months including:
- Distribution partnering with DKSH throughout New Zealand.
- USA distribution : TJX MAXX , Homegoods and Marshalls.
- Online sales through website



A UNIQUE ALKALINE WATER



ZENITH GLOBAL WATER AWARDS
FINALIST 2021



Our unique bottle design was created with meticulous care and precise focus. Sleek minimalist design, clean branding, on an easy hold design. Ergonomic side curves give tactile confidence for delivery to mouth or glass.

Our global patented design has been developed for multiple markets and health conscious demographics around the world. With large graphic emphasis on brand, PH level and country of origin, consumers gravitate towards it's elegant curves and beautiful design as much as they do for it's beneficial properties.

Almost all other bottled water comes from recent rainfall that may or may not drain through underground rock formations. Our 27,000 year old glacial water is filtered through ignimbrite rock, collected in one of New Zealand's deepest aquifers in the Waimea Plains at a depth of 896 metres. It is already alkaline when being extracted from the bore and is bottled without any further treatment to influence its pH. It contains all the natural minerals that are responsible for the health benefits of natural alkaline water. E'stel is the perfect hydration solution for home or office, gyms or other physical activities.



COMPARISON: E'STEL VS LEADING, GLOBAL WATER BRANDS



ZENITH GLOBAL WATER AWARDS FINALIST 2021



	E'STEL	HIMALAYAN	EVIAN	VOSS	ICELANDIC GLACIAL	FIJI WATER
WATER TYPE	Artesian water – natural alkaline	Mineral well water	Spring water	Artesian water	Spring water – natural alkaline	Artesian water
COUNTRY	New Zealand	India	France	Norway	Iceland	Fiji
BORE DEPTH	896m	133m	N/A	No information	N/A	No information
AGE	27,000 years*	20 years	15 years	No information	5,000 years	No information
TDS	124mg/l	280mg/l	357mg/l	44mg/l	55mg/l	222mg/l
USA FDA	Approved	Approved	Approved	Approved	Approved	Approved
SIZES AVAILABLE	1L, 750ml, 500ml, 350ml (both premium and sports cap) 10L Box	1L, 750ml, 500ml, 200ml	1.25 L, 1L, 750ml, 500ml, 330ml, 220ml Only the 750ml is available with a sports cap	375ml, 800ml	1.5L, 1L, 750ml, 500ml, 330ml	1.5L, 1L, 700ml, 500ml, 330ml Only the 700ml is available with a sports cap
TAG LINE	How water should taste	It took nature 20 years to create this water.		Live every drop	The purest tasting water on earth	Untouched by man™. Earth's Finest Water.®



NATURAL ALKALINE WATER RANGE

The combination of beneficial, great tasting water with a sleek, minimalist aesthetic offers a beautiful, unique proposition to the consumer.

SPORT OPTION

Convenient format for the active lifestyle. Sipper top gives instant access to one of the best tasting waters in the world.

**Available in sizes:
350ml, 500ml, 750ml and 1000ml variants.**



PREMIUM OPTION

Ergonomic, easy hold design with a stylish Cap that can double as a cup itself if the consumer wishes.

**Available in sizes:
350ml, 500ml, 750ml and 1000ml variants.**



10L ECO-BOX

Our 10 Litre Eco box is an Innovative eco-friendly design, developed for the family home, office or work space. A 10 litre BPA free Bag in recyclable housing in an multi appealing elegant designed carton.



NATURAL ALKALINE WATER RANGE



SPORTS
350ml



PREMIUM
350ml



SPORTS
500ml



PREMIUM
500ml



SPORTS
750ml



PREMIUM
750ml



SPORTS
1000ml



PREMIUM
1000ml



ECO-BOX
10L

NO ADDED SUGAR
NO CONCENTRATE
NO PRESERVATIVES

HOW
JUICE
SHOULD
TASTE.

TM

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ORCHARD GATE JUICE



NZ ARTESIAN AWARDS
FINALIST 2021



ORCHARD GATE JUICE

All natural 'honest' juice in a clean, contemporary aesthetic. E'stel Orchard Gate Juice is the taste of New Zealand Sunshine...and nothing else! 100% New Zealand grown fruit squeezed into a bottle from local family orchards and village co-operatives. The fruit is given the time it needs to fully ripen on the tree, developing its full flavour and nutrient potential. No added sugar, no concentrate and no preservatives,



ORCHARD GATE
APPLE

Available in sizes:
400ml and 1000ml.



ORCHARD GATE
APPLE PEAR

Available in sizes:
400ml and 1000ml.



ORCHARD GATE
APPLE FEIJOA

Available in sizes:
400ml and 1000ml.



ORCHARD GATE JUICE RANGE



NZ ARTESIAN AWARDS
FINALIST 2021



ORCHARD GATE
APPLE
1L



ORCHARD GATE
APPLE PEAR
1L



ORCHARD GATE
APPLE FEIJOA
1L



ORCHARD GATE JUICE RANGE



NZ ARTESIAN AWARDS
FINALIST 2021



ORCHARD GATE
APPLE
400ml



ORCHARD GATE
APPLE PEAR
400ml



ORCHARD GATE
APPLE FEIJOA
400ml





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