

W - Water

Water is not only a resource for non-alcoholic beverages, it is the basis of our life and our industry. Over the past 16 years, the soft drinks industry in Bulgaria developed the bottled water category and its bottling business as a new segment for our economy - from zero level, and not as inherited or privatized activity. We are proud of our efforts rewarded by the consumers' confidence. Against the backdrop of more than 250 years of bottled water history in Europe, over the past 15 years, the country's non-alcohol industry has developed, from a zero level, a new industry in the country's economy and a new consumer culture - an invaluable source of health, offering highest quality in the three water categories - natural mineral, spring and table. Water represents some 90% of a carbonated soft drink; it's a main ingredient in still drinks with or without fruit content – even more in low calorie versions which, among other qualities, defines the important contribution of our products to adequate hydration.

The industry recognizes the value of water in local societies and seeks to constantly reduce the amount of water it uses in production and to optimize that use by recycling water as much as possible. We also work hard to protect watersheds and conserve water.