

Another View: All must be part of drought solution

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IBW Comment:

As an industry, we encourage people to drink more water, whether it's from the tap, a filter, or from a bottle. Bottled water competes with other packaged beverages, not with tap water. Seeking to create an either/or debate between tap water and bottled water is disingenuous and gets in the way of the larger goal of encouraging consumers to choose water instead of less healthy sugary drinks.

The claim that that bottled water sales are fueled by scary advertising campaigns is simply not true. In fact, bottled water companies spend less than one-tenth of what soft drink companies spend on advertising and marketing. People choose bottled water because it's a convenient and healthy beverage.