

Story: Editorial: The lucrative swindle of bottled water

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I represent the bottled water industry. It is unfortunate that the editorial board opted to present bottled water in such a biased and misleading way. For example, its comments about “genius marketers” are disappointing because they misrepresent consumers choosing to make healthier beverage choices. According to Beverage Marketing Corp., \$670 million was spent marketing carbonated soft drinks in 2013. In contrast, the entire bottled water industry spent \$61 million nationally. Ten times more money was poured into marketing carbonated soft drinks, and yet more consumers still choose to reach for water.

Responsibly protecting and preserving water resources is paramount to our industry. Bottlers are entirely dependent upon a supply of water in sufficient quantity and consistent quality. Accurate monitoring of water resources is a primary business interest, and the industry depends on preserving water sources for long-term sustainability.

About 98.5% of all bottled water sold in the United States is sourced domestically. The existence of a bottled water industry in the United States has no impact on the availability of drinking water in, or the public service infrastructure of, any other country. The existence of bottled water in no way interferes with the human right to water. These type of hyperbolic claims are simply untrue.

When people are on the go and tap water isn’t available, bottled water is the healthiest calorie-free packaged beverage option. It also has the lightest environmental footprint. It’s excellent news that people are drinking more water — both bottled and tap. No matter where consumers get their water, it’s important that they make healthy choices.