

DOING
WATER
DIFFERENTLY



CRAG
Spring Water

REUSE & RECYCLE

Save money with our delivery & collection service

Take advantage of our glass bottle delivery and collection service.

It's **free of charge** meaning you can save money by subscribing to our monthly/weekly delivery and collection service.

We swap your full crate for a clean, empty one on each collection.

This allows us to reuse our bottles and significantly reduces our carbon footprint.

We are the only bottled spring water company in the North of England that reuses it's glass bottles.

It's quite simple, we care. Not only about the water we provide but the environment and community around us.

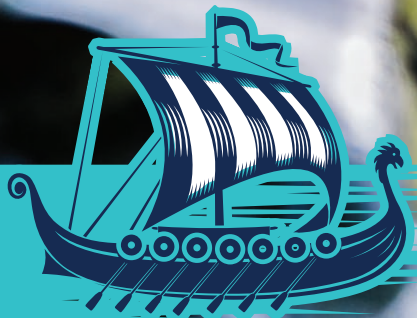
Firstly, since our inception, we as a company have gone above and beyond the 'recyclable' standard. We take back every Crag Spring Water bottle, wash it, and then resell them again for another customer to enjoy our water with a difference.

This significantly reduces the carbon footprint of bottling spring water and supplies a local, premium product, direct to your door.

Our dedication to a fully sustainable future continues into the way we, and the environment we use, operates. We already employ the most efficient LED lighting and we are looking at the most efficient way of heating the building with the current project being a heat exchanger to harvest the heat from the wastewater from our bottle washing process. We have further committed to switching to electric delivery vehicles.

We believe we can't change the past, but we can truly change the future.

It's estimated that there's over 150 million tons of plastic in the oceans. Add to this the fact that only 12% of plastic packaging is recycled in the UK, and you'll realise we have a problem. Stock Crag Spring Water and together we can tackle the Plastic Crisis.



www.cragsspringwater.co.uk | sales@cragsspringwater.co.uk





A GREAT OPPORTUNITY

MAKE A DIFFERENCE WITH CRAG SPRING WATER



Single use glass is a bigger environmental offender than single use plastic because the energy and carbon footprint required to produce it and ship it is vast.



Naturally sourced water equated to a 92% share of the bottled water retail market in 2022.



For a health conscious UK, sales of naturally sourced water have risen 17% since 2017.



Retail sales value jumped 17% to almost £3B in 2022.



85% of the public are worried about the impact of plastic pollution.



www.crag.springwater.co.uk | sales@crag.springwater.co.uk



REASONS TO STOCK

Why stock Crag Spring Water? It's the **healthy choice** and **good for the environment** too!

It's award winning

Award winning water from a natural source that is virtually absent of nasties, giving a clean, refreshing taste.

It's healthy

Staying hydrated throughout the day is crucial to maintaining our health and well-being.

It tastes great

It's rich in trace minerals resulting in some of the silkiest, creamiest water ever to be tasted.

It's environmentally conscious

It's estimated over 150m tonnes of plastic are in our oceans. We

only use containers that avoid contributing to plastic waste. Our cans are 100% recyclable and our glass bottles are reusable.

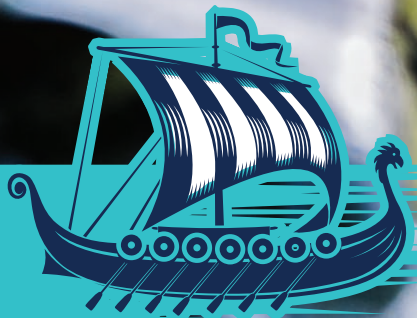
It's socially responsible

Supporting the Rossendale Trust, which gives people with learning difficulties a chance to earn money and 'prove how valuable they can be'.

It's profitable

As people become more health conscious, the market is growing at 8% per annum and is projected to be worth around £300 billion worldwide by 2031.*

...and it's owned by a professionally certified Water Sommelier.



www.cragsspringwater.co.uk



sales@cragsspringwater.co.uk





CRAG

SPARKLING

SPRING WATER

AVAILABLE IN
Recyclable 500ml cans
330ml reusable glass bottles
750ml reusable glass bottles

AWARD WINNING WATER

It will not fizz your socks off, but it will gently tingle your palate for a more pleasant and loveable taste. Our sparkling water is award-winning, two years in a row. We were Silver Award winners in the FineWaters Taste Awards "low minerality sparkling" category in both 2022 and 2023 making it the first British water to do so.





Crag

STILL

SPRING WATER

AVAILABLE IN

Recyclable 500ml cans
330ml reusable glass bottles
750ml reusable glass bottles

**AWARD
WINNING
WATER**



taste
awards
2023

Our still water won a prestigious Silver Award in the FineWaters Taste Awards in 2023. Along its journey that takes years to arrive at source, our water becomes jam-packed with naturally enriched minerals to create a refreshing, perfectly balanced, premium spring still water that will hydrate with a difference.



**PROTECTING
OUR PLANET
RECYCLABLE CANS**



www.crag.springwater.co.uk | sales@crag.springwater.co.uk



THE BEARDED WATER SOMMELIER



The Bearded Water Sommelier

... the man behind the brand.

After discovering some of the finest water in the world underneath a Cheshire pub, the liquid goldmine has now become more than just job, it's his purpose in life. Not only is Doran expertly selling his water, but he is also educating people on the power of water.

14 Strong Team

We now employ 14 members of staff, and two of these staff work for us via the Rossendale Trust, which gives people with learning difficulties a chance to earn money and 'prove how valuable they can be'.

121,700 Followers 300,000 likes

Crag Spring Water now has a voice across key social channels, including Facebook, Instagram and TikTok.

100% Certified

As a Certified Water Sommelier, Doran now wants to educate and bring to light to the real properties, mineral content, and taste differences in waters from across the globe.

WE'RE AT THE HEIGHT OF FASHION



NEW YORK
FASHION WEEK
THE SHOWS

We're proud to
be the official
water of New
York Fashion
Week 2024

It's a dream come true for us to be approached by NYFW to supply water for this prestigious event. New York Fashion Week takes place twice a year, in February and September. The next NYFW will be held from February 9th to February 11th 2024 at the luxurious Sony Hall and we'll be showcasing our new look Crag Spring Water cans and bottles to some of the biggest names in the fashion industry.



www.crag.springwater.co.uk



sales@crag.springwater.co.uk



THE STORY BEHIND THE BRAND

Crag Spring Water DOING WATER DIFFERENTLY

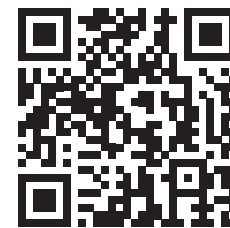


Shutlingsloe Crag,
the source of our extraordinary Crag Spring Water.

Crag Spring Water is an authentically Cheshire and quintessentially British family-run business. Based in the village of Wildboarclough, where legend claims the last wild boar was shot, it's an eco-friendly brand of spring water with an extraordinary story. Crag Spring Water and its passionate owner, Doran Binder, (1/2 Danish and one of the UK's only water sommeliers, the 'Bearded Water Sommelier') wanted to do water differently, and they truly have.

From the hills of the Peak District to your door, Crag Spring Water is an environmentally conscious, socially responsible company that

Scan me
to find out
more about
the story
behind Crag
Springwater



uses only recycled aluminium cans as well as looking to reuse all of its glass bottles.

The company supplies exceptional award-winning quality spring water, bottled at source from a natural aquifer in the Peak District, that runs 27 metres below the ground.

As well as being internationally recognised Crag has been featured in The Telegraph, Daily Mail, BBC, ITV, Daily Express, Manchester Evening News and Cheshire Live.

Crag currently supply to end users, retailers and hospitality venues across 15 different countries.

**FOR ALL THE LATEST NEWS
JOIN THE CONVERSATION
@cragsspringwater**



As seen in...



www.cragsspringwater.co.uk | sales@cragsspringwater.co.uk



CRAG

SPRING WATER

is the perfect opportunity to
bring in extra revenue for...

- Restaurants and Bars
- Cafés, Eateries & Attractions
- Gyms, Spas & Leisure
- Supermarkets & Convenience Stores
- Business & Conferences
- Sports, Events & Fixtures
- Music Festivals & Concerts





CRAG

SPRING WATER

DOING WATER DIFFERENTLY

AWARD-WINNING NATURAL SPRING WATER, BOTTLED AT SOURCE

To find out more about Crag Spring Water, to book a tasting or to order a free mixed case please contact us via the details below.

 www.cragsspringwater.co.uk

 sales@cragsspringwater.co.uk



taste
awards
2023



taste
awards
2022



**PROTECTING
OUR PLANET**
RECYCLABLE CANS