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Nestle Waters China announces introduction of a new Iconic bottle for Nestle Pure Life purified water

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Recently, Nestle Pure Life, one of the worldâ??s leading bottled water brands, created a vibrant water world in Shanghai Greenland Center with the theme of "Purify Your Life with Full Hydration". At the event site, Nestle Waters China announced the introduction of a new Iconic bottle for Nestle Pure Life purified water, and new Nestle Pure Life "Hydration plus" with electrolytes and natural fruit taste, in order to encourage consumers to stay hydrated and develop healthy drinking habits.



Nestle Pure Life also launches Nestle Pure Life Hydration plus with electrolytes and natural fruit taste

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Bottled water market in China shows continued growth. From Nielson retail report, packaged water market grows 8% in 2018 vs 2017, mainly driven by mainstream and premium segment. Mainstream represented about 62% of total packaged water and premium segment is now close to 25%. And the lines between water and beverages are blurring, driven by consumers looking for healthier beverage options. Building on this trend and to cater to evolving consumer needs, Nestle Waters China are relaunching the Nestle Pure Life brand with a new purified water in an iconic "trophy" bottle, and innovating to enter the functional beverage segment.

Brand, water quality and packaging design are all important factors for consumers in the mainstream bottled water segment. As a leading global water brand with presence in 40 countries, Nestle Pure Lifeâ??s mission is to champion healthy hydration for individuals, families and children, delivering pure, safe drinking water through Nestleâ??s high quality standards.

With this new iconic bottle designed by our R&D team in France, consumers can enjoy Nestle Pure life purified water with a design that is unique and differentiated, with an improved drinking experience.

In addition, with the new concept that "Beverage should be a good carrier of nutrients" put forward by China Beverage Industry Association, functional drinks with nutrients and the healthy formula is the new trend of beverage innovation inChina. At the event, Mr. Matthias Riehle, Nestle Waters Greater China CEO introduced Nestle Pure Life, Hydration Plus with electrolyte, which takes the best from sports beverages and the best from flavored water, to provide enhanced hydration, catering to consumersâ?? dynamic modern and active lifestyle, providing more choices for healthy hydrationã?? It is especially suitable for outdoor activities in summer and light exercise.

A huge "trophy-like bottle" of Nestle Pure Life purified water comes into view as guests entered the site. The sparkling water spray and the blue water ripple made guests feel as if in an underwater world. After enjoying the fresh and pure atmosphere, a modern dance performance kicked off todayâ??s event which integrates a soft and dynamic feeling. In the event, Mr. Matthias Riehle, Nestle Waters Greater China CEO, launched the new product together with Nestle partners.

Nestle Pure Life purified water in "trophy-like bottle" has been launched in major supermarkets, and Nestle Pure Life Hydration Plus with electrolyte will come up for sale soon in selective regions.