



ESSENTIA WATER CLOSES Q2 2018 WITH RECORD GROWTH AT RETAIL

*Matching the Rapid Pace of Expansion, Essentia Announces
Two Key Additions to its Leadership Team*

BOTHELL, Wash. (July 19, 2018) – [Essentia](#), the pioneer of ionized alkaline bottled water in the U.S., today announced that it has closed the second quarter of 2018 with accelerated growth at retail, sustaining the momentum reported during the previous quarter. The brand continues to outpace its initially forecasted goals and the category as a whole.

The second quarter of 2018 surpassed the first as Essentia's most successful to date. Retail data for Period 6 2018 for the week ending 6/17/2018¹ represented the brand's biggest-ever reporting period with nearly \$16 million in retail measured sales. Over the past 52 weeks, Essentia achieved \$153 million in retail measured sales with 72% growth².

With a 7.7 percent share of the premium water market, Essentia still delivered more than 29% of category growth through the end of Q2. Leading the way is New York, where over the last four weeks Essentia has captured a 22% share of the premium water market, driving 82% of the category growth and surpassing Fiji to become #2.

Essentia's distribution footprint also continued its rapid expansion. Since January, the brand increased its points of distribution by 30% and has increased its velocity year-over-year.

To help meet the demands of its rapid growth, CEO and founder Ken Uptain has announced two new hires to his leadership team. Industry veteran Chuck Czerkawski brings more than 30 years of experience to his new role as Essentia's Chief Financial Officer. In this position, Czerkawski will be responsible for driving the company's economic growth and overseeing all financial operations. He has a deep knowledge of and experience in delivering double-digit cash flow growth with effective operational management.

Czerkawski joins Essentia from world-renowned Avedis Zildjian Company, where he served as EVP and CFO. Previously, he held senior finance and CFO positions at large multinational companies including Gillette, Pepsi Bottling and Pharmasol Corporation.

"I've been watching Essentia closely for quite some time now and am excited to join this dynamic company," said Czerkawski. "We're at an important stage of growth where I can help to drive our company's performance in the category."

In addition, Jennifer Watson has been appointed to lead Essentia's human resources department. She joins Essentia as the brand's Senior Director of Human Resources, bringing with her more than 20 years of senior HR management, consulting and generalist experience. In this position, Watson will help shape the future direction of Essentia's people and culture initiatives while ensuring daily human resources operational excellence. Prior to joining Essentia, Watson held similar roles at Avanade, Microsoft, Motorola and ADC Telecommunications in the U.S., U.K, Australia and Canada.

"I am honored to have the opportunity to lead Essentia's HR department and to work with employees throughout the company, helping ensure that our workforce continues to excel in all that it does. It's paramount that we maintain the customer-focused culture that has been a hallmark of the Essentia brand to date," said Watson.

"On the heels of a successful start to 2018, it's critical that we continue to bolster our leadership team with top talent to match the rapid pace at which this brand is expanding," said Ken Uptain, CEO and founder, Essentia. "The expertise and experience that Chuck and Jennifer bring to the table are invaluable, and I'm confident that their additions will play a key role in shaping the bright future of Essentia."

To learn more about the benefits of Essentia or to find a retailer near you, please visit essentiawater.com.

About Essentia Water, LLC:

The first ionized alkaline bottled water offered in the United States, Essentia's philosophy is that a better you starts with a better water. Essentia is known for its unique ionization process, which results in an alkaline water that is better at rehydrating³. Headquartered in Bothell, WA, Essentia Water, LLC pioneered ionized alkaline water in 1998 and the brand is now distributed widely across the United States. It's the #1 alkaline water brand and the #1 selling bottled water brand in the natural channel⁴. To learn more about Essentia, please visit essentiawater.com or connect with Essentia on [Facebook](#), [Twitter](#), or [Instagram](#).

¹IRI/SPINS/WFM P6 2018 Ending 6/17/18.

²IRI/SPINS/WFM P6 2018 Ending 6/17/18.

³Results of a double-blind, placebo controlled clinical study with Essentia Water vs. a leading bottled water in healthy subjects over two hours following moderate aerobic exercise.

⁴IRI/SPINS/WFM P6 2018 Ending 6/17/18.

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