



## **ESSENTIA WATER CLOSES Q3 2018 WITH BIGGEST-EVER GROWTH, REACHING \$177 MILLION IN RETAIL MEASURED SALES YTD**

*Convenience channel experiences significant growth with \$44 million in sales, 101% over previous year*

**BOTHELL, Wash.** (November 1, 2018) – [Essentia](#), the pioneer of ionized alkaline bottled water in the U.S., today announced that it has closed the third quarter of 2018 with continued growth at retail, adding over \$25 million in sales<sup>1</sup> to further reinforce the brand’s leading position within the premium bottled water category.

Total all channel sales for Essentia increased 55% for Period 10 2018 for the week ending 10/7/2018<sup>2</sup>. Over the past 52 weeks, Essentia has generated \$177 million in retail measured sales, sustaining growth at roughly 70% CAGR since 2013<sup>3</sup>.

With an 8.8% share of the premium water market in Period 10 2018, Essentia delivered 34% of category growth<sup>4</sup>, marking the brand’s highest share ever. Essentia’s top 16 U.S. markets each grew more than 100% over the last 52-week period compared to Q3 2017<sup>5</sup>.

Building on the company’s continued success in the category, Essentia recently launched its newest creative campaign, the Fire Within, which further reinforces the brand’s commitment of celebrating overachievement and the true journeys of overachievers. The integrated campaign was brought to life through out-of-home advertising, digital and social media, as well as custom videos.

The campaign culminated with an exclusive event in New York City on October 18, where members of Essentia Nation – an inspiring and supportive community of overachievers – came together to share personal stories about striving to be the best version of themselves. The event also offered interactive elements with industry experts that focused on the science behind Essentia Water, and served as a first look at Essentia’s give back initiative that directly supports after-school programs for underprivileged youth focused on education, empowerment, and health and fitness.

“We’re extremely thrilled with the company’s growth and progress, and we are truly humbled by the accolades we have received in recognition of our mission to help improve people’s lives through better hydration,” said Ken Uptain, CEO and founder, Essentia.

To learn more about Essentia and ongoing initiatives including the Fire Within campaign, please visit [essentiawater.com](http://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. Headquartered in Bothell, WA, Essentia Water, LLC pioneered ionized alkaline water in 1998 and is known for its unique ionization process. The brand is now distributed in nearly 70,000 retailers across the United States. It's the #1 alkaline water brand and the #1 selling bottled water brand in the natural channel<sup>6</sup>. In a clinical study conducted in 2016, Essentia was shown to be better at rehydrating<sup>7</sup>. To learn more about Essentia, please visit [essentiawater.com](http://essentiawater.com) or connect with Essentia on [Facebook](#), [Twitter](#), or [Instagram](#).

<sup>1</sup>IRI/SPINS/WFM P10 2018 Ending 10/7/18

<sup>2</sup>IRI/SPINS/WFM P10 2018 Ending 10/7/18.

<sup>3</sup>IRI/SPINS/WFM P10 2018 Ending 10/7/18.

<sup>4</sup>IRI/SPINS/WFM P10 2018 Ending 10/7/18.

<sup>5</sup>IRI/SPINS/WFM P10 2018 Ending 10/7/18.

<sup>6</sup>IRI/SPINS/WFM P10 2018 Ending 10/7/18.

<sup>7</sup>Results 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.

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