



#1 IONIZED ALKALINE WATER[†]

**pH
QUALITY
guaranteed***

9.5pH or higher
until opened

- ✓ 9.5pH or higher
- ✓ Clean Smooth Taste



*For more information on water quality & pH quality guarantee, contact: 877.293.2239 essentiawater.com
†Based on National Sales Data (Spins/IRI/WFM L52 WKS) Period Ending 12/29/2024.



SUPERCHARGED IONIZED ALKALINE WATER



#1
Alkaline Water Brand
in Market Today.

Essentia is a leading brand
in Premium Still Water
Category, growing at a
11.54% 3YR CAGR,
2X category rate.



A true loyalty driver,
Essentia brought in 500,000
new households in 2024 vs.
2023, reaching its highest level
yet at 15.3 and retains the third
highest buy rate and share of
repeat in premium water.



1L Single
is the most prominent
size in the category,
Essentia's 1L single is
the #4 SKU in the
category for \$ and units.

WHAT MAKES ESSENTIA BETTER?



Purified to 99.9%



Infused with
electrolytes



Ionized for
a 9.5pH or higher
& clean smooth taste

UNIT COST	ED BB FUNDING PER UNIT	NET UNIT COST	SRP	MARGIN %
INC. PROMO FUNDING PER UNIT	PROMO RETAIL PER UNIT	PROMO MARGIN %	PROMO TIMING	

REP/DIST INFO

NOTES



6 57227 00120 6
Bottle UPC
6-57227-00120-6

6 57227 02420 5
Case UPC
6-57227-02420-5

20 oz



6 57227 00024 7
Bottle UPC
6-57227-00024-7

6 57227 01224 0
Case UPC
6-57227-01224-0

700 mL



6 57227 00033 9
Bottle UPC
6-57227-00033-9

6 57227 01210 3
Case UPC
6-57227-01210-3

1 L



6 57227 00050 6
Bottle UPC
6-57227-00050-6

6 57227 01215 8
Case UPC
6-57227-01215-8

1.5 L



6 57227 20617 5
Multipack UPC
6-57227-20617-5

6 57227 00617 1
Case UPC
6-57227-00617-1

16.9 oz 6 Pack



6 57227 00210 4
Multipack UPC
6-57227-00210-4

6 57227 00633 1
Case UPC
6-57227-00633-1

1L 6 Pack



6 57227 00012 4
Bottle UPC
6-57227-00012-4

6 57227 02412 0
Case UPC
6-57227-02412-0

12 oz 12 Pk