



# #1 IONIZED ALKALINE WATER<sup>†</sup>

**pH**  
**QUALITY**  
guaranteed\*

9.5pH or higher  
until opened

- ✓ 9.5pH or higher
- ✓ Clean Smooth Taste





# 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 10617 5  
**Multipack UPC**  
6-57227-10617-5



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 01212 7  
**Multipack UPC**  
6-57227-01212-7



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

12 oz 12 Pk

\*For more information on water quality & pH quality guarantee, contact: 877.293.2239 essentiawater.com