

BRAND NAME	Logo	Water type	Formats	Product pictures	Mineral content	Minerals specifications	Gas content	pH	Brandowner	Local Distributor	Market share (still water) % VDL	Market share (still water) % VAL	Channels	Price positioning	Strengths	Weaknesses	Activities	
<b>STILL WATER</b>																		
EVIAN		Natural Mineral Water	PET: 50cl, 75cl, 100cl, 150cl GLASS: 33cl, 75cl		309 mg/l	Ca 80, Mg 36, Cl 6,8, Na 6,5, K 1, SiO <sub>2</sub> 150, HCO <sub>3</sub> 360, SO <sub>4</sub> 12,6, NO <sub>3</sub> 3,7	-	7,18	Danone Waters	Jungent Estonia OU	14,3	30,5	Retail, Convenience, Horeca	PREMIUM	Well known brand - distributed worldwide Attractive label + bottle design Various bottles	Poor distribution in convenience channel, not competitive price for 0,75 sports	Activity in Horeca. Additional places, Listing new glass	
VITTEL		Natural Mineral Water	PET: 75cl, 150cl GLASS: 25cl, 100cl		200 mg/l	Ca 202, Mg 43, Cl 6,8, Na 4,7, HCO <sub>3</sub> 402, SO <sub>4</sub> 136, NO <sub>3</sub> 402, F 0,28	-	7,30	Nestle Waters	Valior AS	2,2	4,2	Retail, Horeca	PREMIUM	Well known brand - distributed worldwide Attractive label + bottle design Various bottles		Not very strong in Horeca Doesn't promo and advertising	
AQUA PANNA		Natural Mineral Water	PET: 75cl, 150cl GLASS 50cl, 100cl		141 mg/l	Ca 33, Mg 6,7, Cl 9,1, Na 6,3, HCO <sub>3</sub> 402, SO <sub>4</sub> 7,2, NO <sub>3</sub> , F-	-	8,10	Nestle Waters	Greip AS	<2	<1	Retail, Convenience, Horeca	PREMIUM	Very strong distributors visibility in retail Outdoor and TV advertising	Good Continuous	Bad position in premium segment, extremely low sales in retail Additional places, Promo, TV advertising and sponsorship (Very strong), Discounts, SMS promo	
SAAREMAA		Drinking water	PET 500cl, 150cl, 50cl		N/A	N/A	-	N/A	Saare Foods OU	Saare Foods OU	20,4	18,5	Retail, Convenience	Low	Local brand, high quality, big home consumption format			
NOVELLE		Spring water	PET: 30CL, 150cl GLASS 30cl		N/A	Ca 3,8 Mg 1,7, Na 4,0, K 0,6	-	N/A	Hartwall Ltd	Tridens AS	2,2	4,8	Retail, Horeca	Low				
VICHY CLASSIQUE		Table water	PET: 50cl, 150cl GLASS: 33cl		N/A	K 20-40, Mg 5-25, Na 10-30, HCO <sub>3</sub> 30-120, Ca 5-20, Cl 35-150	-	N/A	Saku Oletas	Saku Oletas	2,5	3,7	Retail, Convenience, Horeca	Low				
AURA Spring		Table water	PET: 50cl, 150cl		N/A	N/A	-	N/A	A Le Coq	A Le Coq	3	3,5	Retail, Convenience, Horeca	Low				
EVEREST		Table water	PET: 50cl, 150cl		N/A	N/A	-	N/A	Gutta	Saku Oletas?	4,5	3,6	Retail	Low				
VAGA VESI		Drinking water	GLASS 33cl, 75cl coming soon		N/A	Ca 98, Mg 17, K <4, SO <sub>4</sub> 18	-	N/A		Tridens AS	N/A	N/A	Horeca	Low				
BONAQUA		Table water	PET: 50cl, 150cl GLASS: 25cl		N/A	N/A	-	N/A	Coca-Cola	CCHBC Hellenic	4,5	6,9	Retail, Convenience, Horeca	Low				
MANGALI		Table water	PET: 50cl, 75cl, 150cl GLASS: 33cl		N/A	N/A	-	N/A	Cido	Cido	N/A	N/A	Retail, Convenience, Horeca	Low				
<b>SPARKLING WATER</b>																		
BADOIT		Natural Mineral Water	GLASS 33cl, 75cl		1200 mg/l	Ca 190, Mg 85, Na 155, K 10, Cl 44, HCO <sub>3</sub> 3300, SO <sub>4</sub> 38, SiO <sub>2</sub> 34, F 1,3	+	6,00	Danone Waters	Jungent Estonia OU	N/A	N/A	Horeca	PREMIUM				
PERRIER		Natural Carbonated Mineral Water	PET: 50cl GLASS: 33cl, 75cl		N/A	Ca 149, Mg 7, Na 11,5, Cl 23, HCO <sub>3</sub> 120, SO <sub>4</sub> 42	+	1,50	Nestle Waters	Valior AS	N/A	N/A	Retail, Convenience, Horeca	PREMIUM				
SANPELLEGRINO		Natural Carbonated Mineral Water	PET: 50cl GLASS: 25cl, 50cl, 100cl		948 mg/l	Ca 179, Mg 52, Cl 54,8, Na 33,6, HCO <sub>3</sub> 239, SO <sub>4</sub> 445	+	7,70	Nestle Waters	Greip AS	N/A	N/A	Retail, Horeca	PREMIUM				
VÄRSKA		Carbonized Spring water	PET: 50cl, 150cl, 300cl		N/A	Ca 20-150, Mg 20-150, Na 1305-1650, K 13-45, Cl 350-435,8, HCO <sub>3</sub> 360-4270, SO <sub>4</sub> <50, F >5	+	N/A	A Le Coq	A Le Coq	N/A	N/A	Retail, Convenience, Horeca	Low				
BONAQUA		Table water	PET: 50cl, 150cl, GLASS: 25cl		N/A	N/A	+	N/A	Coca-Cola	CCHBC Hellenic	N/A	N/A	Retail, Convenience, Horeca	Low	Very high position in Horeca and Retail Very good distribution	Artificial mineralized	Additional places, Promo in retail, TV advertising, Discounts, SMS promo	
BORJOMI		Natural Carbonized Mineral Water	PET: 50cl, 150cl GLASS: 25cl, 50cl		N/A	Ca 20-150, Mg 20-150, Na 1305-1650, K 13-45, Cl 350-435,8, HCO <sub>3</sub> 360-4270, SO <sub>4</sub> <50, F >5	+	N/A	Borjomi Georgia	IDS Borjomi Europa	N/A	N/A	Retail, Convenience, Horeca	Low		Artificial mineralized		
VYTAUTAS		Natural Carbonized Mineral Water	PET: 50cl, 150cl		7309 mg/l	Ca 552, Mg 240, Cl 3480, Na 1227, K 32, HCO <sub>3</sub> 300, SO <sub>4</sub> 989	+	N/A	?	?	N/A	N/A	Retail	Low		Artificial mineralized		