



GASTEINER

KRISTALLKLAR

Basic press kit



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Gasteiner mineral water – facts and figures

Gasteiner mineral water – crystal-clear water from the High Tauern National Park



Gasteiner is one of the best-known and most popular Austrian mineral water brands. The pure spring water comes from the High Tauern, one of the largest European nature reserves, in the Austrian state of Salzburg. Since 1929, the mineral water has been bottled by Gasteiner Mineralwasser GmbH at its source in the spa town of Bad Gastein, one of Austria's most traditional skiing and health resorts. The premium mineral water is remarkably light and neutral in taste, which makes it the ideal accompaniment to wine, coffee and fine cuisine.

The water's source – a cornerstone of the brand



Gasteiner mineral water is drawn from the conservation area of the High Tauern, Europe's largest alpine national park. This unique, pure and crystal-clear water emanates from the depths of the pristine, high-alpine mountain landscape.

Its source is in the crystalline primary rocks of the Gastein mountains. It is the only mineral water in Austria whose source region is conserved by the strict rules applicable to a national park.

Water has collected in the slate rock of the High Tauern for centuries. It owes its unique purity as well as its special, well-balanced mineral content and taste to that pristine, high-alpine mountain landscape.

Fizzy figures – Gasteiner on the Austrian market

With a brand recognition of almost 90 percent¹, Gasteiner is one of Austria's best known and most distinctive mineral water brands. The company's annual output in 2015 was approx. 40 million litres. That volume was filled into over 50 million glass bottles and lightweight PET bottles and sold to the hotel, restaurant and catering (Horeca) and retail sectors.

With the successful relaunch of Gasteiner Elements in 2014 and the introduction of a unique 1-litre design bottle in 2013, the company has made significant progress towards its medium-term goal of becoming the clear number-two player on the Austrian Horeca market.



¹ Brand Equity Nielsen 2014



Gasteiner – a strong player on the international mineral water market

Refreshing product range



In 2013, Gasteiner began exporting to Italy and the Czech Republic, which means Gasteiner mineral water is now supplied to all of Austria's neighbouring countries. Exports accounted for approx. 6% of Gasteiner's sales in the 2014/15 financial year. That percentage is expected to increase significantly in the current financial year.

Gasteiner's diversified product range covers the varying needs of the retail and Horeca sectors.

In the Austrian Horeca sector, "sparkling" and "still" Gasteiner water is available in 0.25-litre, 0.33-litre, 0.75-litre and 1-litre reusable bottles, while "lightly sparkling" Gasteiner water can be purchased in 0.33-litre reusable bottles.

In the disposable PET segment for the retail sector and for on-the-go consumption, "sparkling" and "still" Gasteiner water is available in 0.5-litre bottles, "sparkling" and "lightly sparkling" Gasteiner water is available in 1-litre bottles, moreover, all three types can be purchased in 1.5-litre bottles.

In addition, Gasteiner's near-water line – called Gasteiner Elements – has been present on the shelves in the Austrian and international retail sectors since 2004, adding a varied taste palette to Gasteiner's range of still, lightly sparkling and sparkling products. To suit the needs of customers in the Horeca and retail sectors, this product line is available both in the form of attractive glass bottles and handy PET bottles.

A sparkling past – Gasteiner’s history



1327: Gastein’s thermal water was first referred to in writing as “medicinal drinking water” in 1327. Drinking thermal water from Gastein has been popular in the many centuries ever since.



1886: The Family Fund of the House of Habsburg acquired the thermal springs of Bad Gastein and then leased them to the town in 1887, which finally bought them in 1912.

1919: It was in this year that local hoteliers first took steps towards the sale of Gastein water for drinking purposes. They established a company in cooperation with a mineral water wholesale trader and with representatives of the city and the state of Salzburg.



1929: The Gasteiner Tafelwasser brand and company were established in this year. Water has been bottled from the Elisabeth Spring, named after Empress Elisabeth of Austria (“Sisi”), since then.

The bottle design has featured motifs evoking the source of Gasteiner water ever since.



1949: The water was renamed for the first time. Its new name was “Original Gasteiner Medicinal Table Water”.

1985: Decades later, the name of the mineral water was updated once again. It was then called “Gasteiner Crystal Clear”.

1990: The logo was adapted to lend even greater emphasis to the water’s alpine source. Even today, every Gasteiner bottle evokes the source of the crystal-clear mineral water: the mountain landscape of Bad Gastein.



2004: The newly launched Gasteiner Elements near-water line has provided greater variety since 2004 with its cranberry, gooseberry and wild pear flavours.



2008: Gasteiner underwent a complete relaunch to make its brand identity more modern and contemporary.

The award-winning design bottle for the Horeca sector was also introduced to the market.

2014: To modernise the taste palette, the Gasteiner Elements line was fully updated and unique flavours were launched throughout Austria.



2015: A new flavour was added to the Gasteiner Elements line: MORGENFRISCHE (MORNING FRESH).

Recent events – products, partnerships and awards

2016: Green Brands seal



In 2016, Gasteiner was once again the recipient of the prestigious Green Brands seal, which is awarded to “green” everyday brands that cater to the public’s increasing awareness of the importance of greater sustainability, environmental protection and healthy living.

Gasteiner provides over 2,000 school children in Salzburg with a healthy snack



Healthy snacks for school children – in September 2015 Gasteiner distributed a total of over 2,150 snack packages to school children of all ages, consisting of an organic wholemeal roll, an organic apple and a bottle of Gasteiner mineral water. “As a company in the food and beverages industry, we’re committed to informing and raising the awareness of the next generation about their own nutrition and health,” says Harald Doppler, Managing Director of Gasteiner. A recent WHO study shows that many schools unfortunately lack a range of healthy snacks². More than half of children, for example, do not even eat a single piece of fruit or vegetable a day, while almost a third of them drink sugary soft drinks on a daily basis.

A sparkling launch in spring 2015: Gasteiner Elements Morning Fresh hits the shelves



In spring 2015, Gasteiner launched a new flavour to join its successful BERGLUFT (MOUNTAIN AIR), EISFRISCHE (ICE FRESH) and ALPENGLÜHEN (ALPENGLOW) flavours. The new addition to the Gasteiner Elements line, MORGENFRISCHE (MORNING FRESH), features fruity mirabelle plum and mild marigold taste, combined with pure mineral water from the High Tauern. “The new flavour caters to the trend for fruit and herb combinations”, says Doppler. “It adds a particularly fruity and sweet note to our near-water range.” The proven Gasteiner Elements principle also applies to the new MORNING FRESH flavour – it does not contain any unnecessary calories and is free of preservatives and artificial flavourings.

² http://www.bmg.gv.at/home/Schwerpunkte/Kinder_und_Jugendgesundheit/Schulgesundheit/Gesundheit_und_Gesundheitsverhalten_oesterreichischer_SchuelerInnen



Gasteiner goes China



The Salzburg-based bottled water company presented Austrian mineral water to the Chinese market for the first time at HOFEX 2015, Asia's number-one trade fair for food, beverages, hospitality equipment and hotels. As one of just 19 Austrian companies present, Gasteiner showcased its current innovations and popular classics in the PET and glass bottle segments at China's leading food and gastronomy trade fair, which was attended by more than 40,000 people. Five-star hotels showed particular interest in the Gasteiner crystal bottle, which has won numerous awards. Gasteiner will soon be served in Hong Kong's upmarket restaurants.

Committed partner of the High Tauern National Park



Gasteiner has been a partner of the High Tauern National Park since 2001 and this partnership was renewed in 2015. "The reasons for continuing the partnership were clear," says Doppler. "Our crystal-clear water has its source in the High Tauern National Park. We're committed to promoting and supporting the nature reserve in order to preserve the spring water, an essential resource."

Like other well-known Austrian companies, Gasteiner is a partner of the "Friends of the High Tauern National Park" association. The association promotes projects in the fields of ecology, nature conservation, scientific research, protection and preservation of cultural assets, publications and culture in relation to the development of the High Tauern National Park.



Regional synergy effects – cooperation with the tourism organisations of the state of Salzburg and Gastein



As the producer of the only mineral water springing from the High Tauern, Gasteiner Mineralwasser GmbH has close ties with the region and its place of origin. This is also the reason for Gasteiner's numerous regional forms of cooperation, such as the one with the tourism organisations of the state of Salzburg and Gastein. "Our partners' aims for the region are similar to ours, namely sustainable value creation, promotion of the regional economy and highlighting the area's attractiveness, so we want to assist one another and make use of synergy effects by joining forces," says Doppler.

2014 – Elements relaunch: the Gasteiner Elements line gets a new taste, form and look



The Gasteiner Elements line, sold by Gasteiner since 2004, underwent an innovative relaunch in 2014. Both the content and the design are completely new and now reflect Gasteiner's brand essence even more closely, namely the pristine mountain landscape of the High Tauern National Park, which is the source of the Gasteiner water. The ALPENGLÜHEN (ALPENGLOW), BERGLUFT (MOUNTAIN AIR) and EISFRISCHE (ICE FRESH) flavours are free of artificial flavourings and preservatives. Furthermore, they are particularly low in calories – with, for instance, 9 calories per 100 ml (Mountain Air), they contain significantly fewer categories than the products sold by Gasteiner's market competitors. The Gasteiner Elements line is available in the form of 0.33-litre reusable bottles in the Horeca sector and handy 0.5-litre and 1-litre PET bottles in the retail sector. The Elements line was also enhanced with the addition of the Morgenfrische (Morning Fresh) flavour in 2015.

Gasteiner brings out Austria's most attractive mineral water bottle in 2013

Superlative taste calls for superlative design. Following the revamping of its brand identity in the autumn of 2008, Gasteiner added a visual highlight to its product range for the Horeca sector in 2013. Gasteiner is the only supplier on the Austrian market to offer a crystalline-style 1-litre bottle, which is available with "sparkling", "lightly sparkling" and "still" water. Thanks to its appealing design and 1-litre size, it is particularly popular in the Horeca sector, for



example at catering events, in combination with a bottle of wine, or as a refreshing welcome drink in hotel rooms.

“The new 1-litre design bottle is undoubtedly the most attractive in Austria. The crystalline colour and form perfectly underline the properties of our mineral water and set new standards in high-end design for the Horeca sector,” says Harald Doppler.

***Multi-award-winning
design***

Gasteiner has earned numerous accolades for its unique design. Following the “Austrian State Prize for Exemplary Packaging”, the award of *HGV Praxis* (an Austrian periodical for the Horeca sector) and the corporate design prize of the state of Salzburg, the Gasteiner design also garnered the renowned German “iF product Design Award”.





Gasteiner sets trends in the food retail and Horeca sectors

Table aesthetics lend restaurants an edge



With the launch of its design bottles, Gasteiner is leading the way in the field of table aesthetics and can provide appropriate bottles in a unique design to suit the needs of the given restaurant or catering company. Gasteiner provides consultation sessions to interested restaurateurs on how to enhance their table aesthetics. The selection of the appropriate bottle, as a key aspect of the table ambience, lends restaurants or catering companies an edge since discerning guests care not only about the content of the bottle on the table, but also its appearance. Gasteiner can deservedly be considered a trailblazer in the field of table aesthetics.

Horeca sector: trend for “large” bottles shows no signs of flagging

The trend for large table bottles is continuing apace in the Horeca sector. Gasteiner has made a mark since the launch of its new design – following its brand relaunch in 2008, the company has recorded above-average growth in the Horeca sector.

Retail sector: Gasteiner lends dynamism to the market



Gasteiner is also well-established in the Austrian food retail sector and supplies high-quality Austrian mineral water to the retail markets in Austria and abroad. Gasteiner, which appeals with its broad, targeted product range, regularly draws the public's attention with attractive promotions. Its latest prize draw is a prime example of that: in keeping with the alpine source of Gasteiner mineral water, the brand gave away prizes, including a guided mountain tour with star mountaineer Peter Habeler, in conjunction with the Austrian Alpine Association.



Gasteiner at a glance

Company name	Gasteiner Mineralwasser Gesellschaft m.b.H.
Address	Erlengrundstraße 14, A-5640 Bad Gastein, Austria
Website	www.gasteiner.at
Year of establishment	1929
Ownership structure	Vitalis Food Vertriebsgesellschaft m.b.H. (Spitz Group): 51% Brau Union Österreich AG: 49%
Managing director	Harald Doppler
Production	Glass line: one-shift schedule PET line: three-shift schedule
Annual output in 2014	40 million litres
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