



Basic press kit 2021



Contents

Gasteiner mineral water – facts and figures

A sparkling past – Gasteiner's history

The latest news – products and awards

Gasteiner sets trends in the food retail and gastronomy sectors

About the CEO – Walter Scherb in profile

Gasteiner at a glance

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Gasteiner mineral water – facts and figures

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

Gasteiner mineral water from the depths of the high-alpine, pristine High Tauern mountains, is one of the best-known Austrian mineral water brands. **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. Thanks to its subtle and harmonic mineral composition, Gasteiner mineral water is the perfect accompaniment to a wide range of food and drinks.

The water's source – a cornerstone of the brand



The Salzburg mineral water is drawn from the conservation area of the High Tauern, Europe's largest alpine national park. Gasteiner crystal-clear water is the purest mountain water, flowing from the highest peaks at over 2,200 meters above sea level and through primary rock – a special geological zone with granite and gneiss dating back over 300 million years. The original and virtually untouched High Tauern National Park is a rare exception today. That means Gasteiner mineral water is the **only mineral water in Austria whose source region is conserved by the most stringent rules applicable to a national park.**

From the highest peaks. With the power to move mountains.



Its source makes Gasteiner unique among mineral waters, lending the water its naturally fresh taste and fortifying effect. The primary rock has special mineral properties and unique crystal growth. Layer by layer, following the melting of snow and summer rains, the water flows from the highest peaks to the lowest valleys and, fresh and fortified, bubbles again to the surface in the Gastein springs. The natural mineral water comes from the "Kristallquelle" at a depth of 25 to 30 metres. Using a pump it is then transferred to the Gasteiner facility, where it is filled straight after filtering into glass or PET bottles.

"From the source to the bottle takes less than five minutes," explains Gasteiner Mineralwasser CEO Walter Scherb. Depending on the bottle type – PET or glass bottle – between 12,000 and 35,000 bottles can be filled at the facility per hour. "Gasteiner mineral water owes its unique purity, its special, balanced mineral composition and its taste to the shale of the High Tauern and the fact that it flows through a



very special geological zone with granite and gneiss dating back over 300 million years,” says Scherb.

***Fizzy figures –
Gasteiner on the
Austrian market***

With a brand recognition of almost 83 percent¹, Gasteiner is one of Austria’s best-known and most distinctive mineral water brands. The over 50 million glass bottles and lightweight PET bottles are distributed in the gastronomy and retail sectors.



***Gasteiner – a strong
player also on the
international mineral
water market***

Gasteiner mineral water is not only one of the best-known and most popular brands on the Austrian mineral water market, but is also enjoyed by customers abroad. “We are delighted that we are not only successful in our country of origin, Austria, but also on the export market,” says Scherb.

***Refreshing product
range***

Gasteiner’s diversified product range **covers** the varying **needs of the retail and gastronomy sectors.**



In the Austrian gastronomy sector, “sparkling”, “lightly sparkling” and “still” water from Gasteiner is available in 0.25-litre, 0.33-litre, 0.75-litre and 1-litre reusable bottles. In the gastronomy sector, guests can also enjoy Gasteiner Lemon and Gasteiner Orange in an elegant 0.33-litre bottle.

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, while all three types (“sparkling”, “lightly sparkling” and “still”) can be purchased in 1-litre and 1.5-litre bottles. Since November 2018, Gasteiner mineral water has also been available in the retail sector in the Salzburg region in a high-quality 1-litre design bottle.

In summer 2018 the company brought a unique product on the Austrian market: Gasteiner Lemon is a new, sparkling soft drink from Gasteiner Mineralwasser with pure, freshly squeezed lemon juice and no added sugar or flavourings.

¹ Kantar September 2019



In addition, in spring 2019, three new soft drinks were launched in a new, innovative form in this category: Gasteiner Lemon, Gasteiner Grapefruit and Gasteiner Orange in a can. Combining the purest, sparkling Gasteiner water and freshly squeezed fruit juice in a handy 0.33-litre can, they are a 100% natural, “on-the-go” refreshment.



In response to the resounding success of Gasteiner Lemon, Gasteiner Grapefruit and Gasteiner Orange in a can, in 2020 the Salzburg-based mineral water brand decided to expand its range still further. As a result, Gasteiner Apple is also available in a 0.33-litre can.



Gasteiner fans can also look ahead to exciting product innovations in 2021. From spring 2021 onwards, supermarket shelves will be stocked with Gasteiner Black Currant in a can to offer sparkling refreshment when the weather gets warmer.



Customers seeking not just the purest, natural mineral water, but also an energy kick, can buy Gasteiner Energy Water in the flavours Lemon-Mint and Mango-Passion Fruit from spring 2021 onwards. The new product combines purest Gasteiner water with freshly squeezed fruit juice and natural caffeine from green coffee beans. Unlike other products on the market, the 100% natural energy drink has absolutely no juice concentrate and added sugar or flavourings.



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 founded 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. Since that time, the bottle design has featured motifs evoking the source of Gasteiner water.

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

1985: Decades later, the name of the mineral water was changed again, this time to “Gasteiner Crystal Clear”.



1990: The visual branding was adjusted 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.

2008: The Gasteiner brand underwent a complete relaunch to make the brand identity more modern and contemporary. For example, a new design bottle was launched in the hotel, restaurant and catering segment. The exceptional design won numerous awards (such as the “Austrian State Prize for Exemplary Packaging”, the HGTV Praxis (an Austrian periodical for the gastronomy sector) award, the



corporate design prize of the state of Salzburg and the “iF Product Design Award”).

2017: To highlight its unique source in the depths of the High Tauern, Gasteiner Mineralwasser introduced a fresh, crystal-clear corporate design in 2017. In addition to updating its logo and packaging, the long-standing company also changed the “Gasteiner – And the moment is yours” claim.



2018: At the start of the record summer in 2018, Gasteiner Mineralwasser launched a true innovation in the near water segment: Gasteiner Lemon. This sparkling soft drink is the only one of its kind not to have any flavourings or sugar, just pure, freshly squeezed lemon juice.



2018: One of the key steps as part of the Gasteiner Sustainability Programme was the market launch of the 1-litre design glass bottle in the retail segment. Until then, it had only been available in the hotel, restaurant and catering segment. “We’re convinced that the product meets the needs of consumers,” notes Scherb.



2019: Gasteiner Mineralwasser has been fully owned by food producer Spitz since the start of 2019. According to CEO Walter Scherb, “As a family business, we’re looking forward to taking the next step and acquiring the remaining shares in Gasteiner Mineralwasser.”





2019: Since being launched in spring 2019, Gasteiner Lemon, Gasteiner Grapefruit and Gasteiner Orange have been on everyone’s lips, thanks to a high-profile, Austria-wide campaign. The 100% natural refreshing drinks are totally free from flavourings and added sugar.



2020: To mark the start of the warm weather, Gasteiner Mineralwasser added a refreshing new product to its range: Gasteiner Apple in a can. It combines the purest, sparkling Gasteiner water with a hint of freshly squeezed apple juice in a handy 0.33-litre can. Just like Gasteiner Lemon, Gasteiner Grapefruit and Gasteiner Orange, Gasteiner Apple is 100% natural and free from artificial flavourings and added sugar. The launch last summer was accompanied by a large-scale advertising campaign.

2021: In spring 2021, Gasteiner Mineralwasser will add Black Currant to its range of fruity drinks in a can.



The Salzburg-based company has also come up with a 100% natural revolution in the field of energy drinks: Gasteiner Energy Water in the flavours Lemon-Mint and Mango-Passion Fruit. Combining the purest, sparkling Gasteiner water with freshly squeezed fruit juice and natural caffeine from green coffee beans, they have absolutely no juice concentrate and added sugar or flavourings.

The modernity of Gasteiner Mineralwasser’s brand identity matches its products. The corporate identity, together with the logo, is set to be subtly updated in 2021.

The latest news – products, partnerships and awards

Gasteiner Mineralwasser retains the GREEN BRAND Austria “seal of approval”

Climate protection, sustainability and environmental responsibility are at the core of Gasteiner’s corporate philosophy. The company was recognised for its continuing environmental commitment in May 2020 and was awarded the GREEN BRANDS Austria quality seal for the fourth time for 2020/2021. The quality seal is awarded by a jury of experts following a three-stage assessment process that is unique worldwide.

Gasteiner’s brand image culminates in the relaunch of its label design for the gastronomy sector

In 2017, during harmonisation of the entire brand identity, the packaging design was also refreshed. Following optimisation of the glass bottles for the gastronomy sector in 2017, the associated label design has now been updated. “The Gasteiner design bottle, which has won numerous awards, will remain unchanged. However, we’ve optimised the labels of the glass bottles so that their modern, contemporary design perfectly suits the new market positioning. The simple elegance of the labels is now in line with the premium quality of the brand and allows customers to decide even faster between the various varieties”, added Scherb.

Cooperation between Gasteiner and Loisiium Wine & Spa



Hotels

Fine wines and crystal-clear mineral water go hand in hand in Austria. Gasteiner Mineralwasser and Loisiium Wine & Spa Hotels, two Austrian companies with a complementary range of water and wine have built a close partnership since November 2019. The cooperation not only includes the presence of Gasteiner mineral water at all Loisiium locations, but also the creation of synergies in the advertising and events sector and for sweepstakes.

Gasteiner Mineralwasser is a long-standing sponsor of sporting events, in particular running and the marathon – such as the Großglockner mountain run, one of the few large-scale events in the High Tauern National Park.

The close cooperation between the High Tauern National Park and Gasteiner Mineralwasser dates back 20 years now, focusing on the shared goal of conserving the springs,

not only for the benefit of humans, but also for the ecosystem.

***A strong partner in
sponsoring sporting
events***

***Protecting the source
– the High Tauern
National Park***



***Joint study on
regionally sourced
foods***

Salzburg schmeckt

Foodstuffs from the region are associated by customers with higher quality, sustainability and shorter transport routes. “Regional products are repeatedly referred to as one of the key trends in the food sector,” says Scherb. To understand the actual significance of this trend in the Upper Austria and Salzburg regions, the company launched a study on regionally sourced foods together with Marketagent.com and partners from the region. Key findings include that customers take the regional source of products into account when doing their food shopping, and that in both Upper Austria and Salzburg they would like the labelling to be more transparent.

Gasteiner sets trends in the food retail and gastronomy sectors

Tailored solutions for businesses in the gastronomy sector



The Salzburg-based company not only offers its customers professional advice, for example on table design and serving options, but also designs and produces custom-tailored advertising materials, such as individual glass covers and glass bottleneck hangers with customer logos and customised texts to help them create a feel-good factor by making the table visually appealing.

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

The trend for large table bottles is continuing apace in the gastronomy 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 gastronomy sector.

Refreshing canned drinks for the younger target group

Whether in the office, at school or at university, on the go or after an intense workout, once the days get longer, warmer and sunnier, a natural, healthy refreshing drink is a must. Members of the younger target group in particular want drinks that can be enjoyed on the go, wherever they are. Gasteiner mineral water has met that trend by developing Gasteiner Lemon, Grapefruit, Orange, Apple and Black Currant in a can.

Gasteiner Energy Water in the flavours Lemon-Mint and Mango-Passion Fruit not only combines purest Gasteiner water with freshly squeezed fruit juice and natural caffeine from green coffee beans, but also caters to the current trends in the food retail sector. “Today consumers have



**100% natural energy
kick**



increased awareness of the importance of a healthy diet. There is also a strong trend towards functional drinks that provide an energy boost in our fast-paced lives. In addition, we've observed that consumers are increasingly aware and pay close attention to the list of ingredients. New products not only have to meet, but actually exceed those expectations," says Scherb.

Currently, there is considerable debate about EU rules to reduce plastic waste prescribing a collection rate of 90 percent by 2029 for plastic bottles. During that discussion, Gasteiner Mineralwasser announced that it will switch to 100% recycled PET for its entire PET beverages range by April 2021.

**Shift to 100% recycled
PET by April 2021**

About the CEO – Walter Scherb in profile

Effective 1 January 2019, Walter Scherb, businessman and a member of the family that owns the Spitz Group, took over as CEO of the long-standing Upper Austrian company. The appointment of Scherb in the third generation of the family of owners means that a family member is leading the Group again for the first time in many years. Gasteiner Mineralwasser has been fully owned by the food producer in Attnang-Puchheim since 1 January 2019. Accordingly, Scherb is also head of the mineral water brand.



He had previously worked for the family business for three years in various fields. In parallel, Scherb – who graduated with a Master’s degree in Finance and Private Equity from the London School of Economics – founded Square One Foods, Europe’s first strategic partner and investor for the food and beverage industry, together with his business partners Michael Goblirsch and Andre Schneider.

In October 2019, he was named Austrian of the year by the daily newspaper “Die Presse” in the “Companies with Responsibility” category.

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	S.Spitz GmbH (100%)
Distributed by	Alpine Brands GmbH & Co KG
Managing director	Walter Scherb Thomas Redl
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