



# DRYGOODS WETGOODS

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## Taking The Pacific To The Rest of the World

*South Pacific Water Company's Artesian Product Stands Out Among Competitors*

Premium bottle water will be introduced to the world this year, and it promises to be one of the most exciting product launches in the \$8.7 billion bottle water industry. South Pacific Water Company will shortly open a US\$7.1 million state-of-the-art artesian bottled water plant in the highlands of Upolu Island in Samoa. Its pure natural bottled water, which begins as gentle rains and spends thousands of years being filtered through volcanic rock, will have a special place on retailer shelves.

"The South Pacific Water Company will bring to the market one of the world's purest water products from one of the world's most natural locations. Bottled at the source, the product's natural volcanic purifiers make it an extremely desirable product for those demanding only the freshest, cleanest water," says Frederick Grey, the company's director.

Grey is the scion of one of Samoa's most prominent families. The Greys own the world famous Aggie Grey's Hotel and Bungalows, and the Aggie Grey's Lagoon Beach Resort and Spa, both in Samoa. The hotels host more than 120,000 guests a year. The family, which has other significant commercial holdings in Samoa and the region, is the majority investor in South Pacific Water Company.

As a Samoan company, South Pacific Water Company is giving particular emphasis on giving back in the communities

where it sells its product. It has formed the South Pacific Water Company Foundation, which will distribute a percentage of its profits to Pacific communities.

"It is important for us to give back to our communities," says Grey. "The success of South Pacific Water Company will help to support a number of charitable and philanthropic activities in the region."

That success will be based on South Pacific Water Company's expansion into major international markets in the coming months. The company is focusing on the United States, Australia, China and India.

A talented team of top executives has been formed to guide South Pacific Water Company's expansion. The team includes Cameron Rudolph, a long-time associate of the Grey family with experience in sales and management; David Satchel, managing director of Arrow Commodities, an expert in international trading and finance; and Stuart O'Brien, managing director of the Moon Group, one of Australia's leading brand consultants.

"Our team has the talent and experience to make South Pacific Water Company one of the most exciting premium water products," says Grey.

It all comes down, of course, to the product itself. And for South Pacific Water Company, its premium pure artesian water, with its world-class packaging and marketing, is poised to become the next "big thing" in bottled water.

