



Perspective of a Bottled Water Producer



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British Soft Drinks Association



BSDA

National Association of Soft Drink Manufacturers.
(NASDM).

Fruit Juice Association.

Natural Mineral Waters Association.


MERGED 1987:

British Soft Drinks Association (BSDA)

www.britishsoftdrinks.com



European Associations

- UNESDA – Union of European Soft Drinks Association
 - AIJN – European Fruit Juice Association
 - EFBW – European Federation of Bottled Waters
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Mission

- To create the best possible political, regulatory and economic environment for the industry
- To promote the industry's reputation as a responsible, trustworthy supplier of consumer goods

Key Activities

- Representing industry interests to authorities
FSA, DEFRA, LACORS, BIS,
- Managing issues and incidents
- Providing technical advice and information

Key Activities

- Developing Industry Codes of Practice
- Training courses
- Media liaison
- Providing public information and educational materials
- Organising events

Trade Association Funded by Membership Subscription

- Technical & Regulatory Issues
- Environment
- Technical Packaging
- Media/Communications
- Fruit Juice
- Bottled Waters
- Training
- Publications





Types of Bottled Waters

- Natural Mineral Water (NMW)
- Spring Water (SW)
- Bottled Drinking Water (Table Water, TW)



Types of Bottled Waters (ctd)

- Mains Water – processed and chlorinated.
- NMW & SW – protected, potable at source.
- TW – processed.

NMW & SW are not sterile products – High TVC

Illegal to alter microbiology of NMW

Pathogens, coliforms etc must be absent.



DIRECTIONS
FOR
IMPREGNATING WATER
WITH
FIXED AIR;

In order to communicate to it the peculiar Spirit
and Virtues of

Pymont Water,

And other Mineral Waters of a fimilar
Nature.

By JOSEPH PRIESTLEY, LL.D. F. R. S.

L O N D O N :

Printed for J. JOHNSON, No. 72, in St, Paul's
Church-Yard. 1772.

[Price ONE SHILLING.]




Types of Bottled Waters (ctd)

- Leakage from pipes = 3.6 bn litres/DAY
(England & Wales)
- Bottled Water production = 1.2 bn litres/YEAR
(England & Wales)





Establishing a Source

- Peckham Spring
 - Water Quality
 - Microbiological Quality
 - 2 Years Data for Recognition
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Hygiene Guide

- Food Industry Guide to Good Hygiene Practice :Bottled Water

Available from TSO price £10

ISBN 9780 112 431008



Operational Controls

- Monitor TVC & coliforms daily
- Monitor indicator parameters temp, colour, turbidity, conductivity, pH
- Positive Release System

Labelling

- Food Labelling Regs 1996
- Weights & Measures (Packaged Goods)

Regs 2006



Specific Requirements for NMW & SW

- Source Name and Location
- Must be 1.5 X larger than Trade Description



Special Requirements C'td

- NMW – mineral content
- Optional for SW
- Carbonated NMW
- Naturally carbonated NMW
- NMW fortified with gas from the spring



Treatments for NMW

- **Ozonation** – for arsenic removal
- **Activated Alumina** – for fluoride removal
- **Greensand Filters** – for manganese & iron
- **Labelling required**

Key Issues for 2009

- Treatments – UV may be prohibited
- Labelling
- De-list from NMW recognition
- Nutrition & Health Claims – Hydration & 2 litres/day
- Business Rates – Rateable Value of Boreholes

PURE

- BSDA advise members not to use “Pure”.

Difficult to define for water.

- French proposal for NMW Standard



Natural Spring Water?

- Natural Mineral Water
- Spring Water

Legally defined names

“Mineral Water” prohibited

Natural Spring Water – Misleading?



NMW – Suitable for infant feeding

- Directive makes provision for such labelling
- Use within EU not in UK