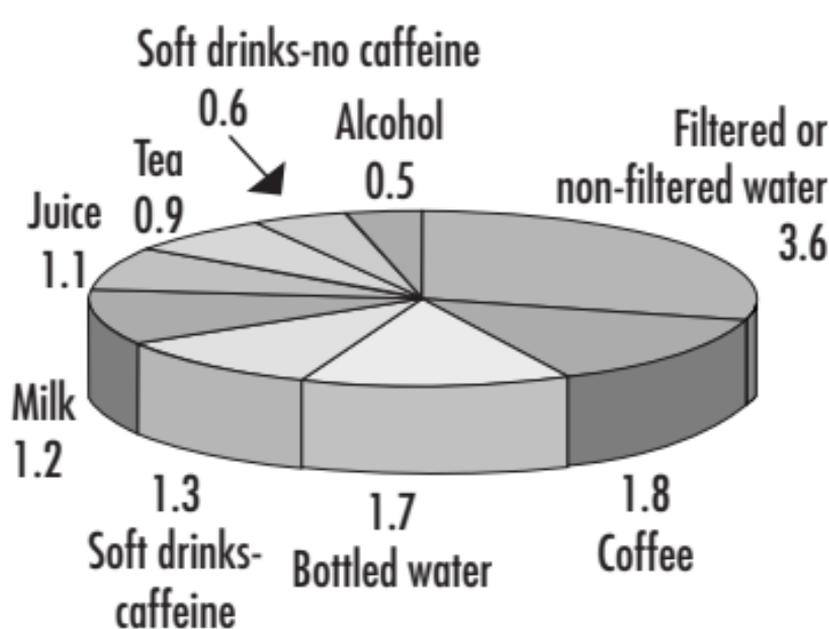


newsworthy trends

What Americans Drink

(NAPSA)—When Americans get thirsty, what are they reaching for? Water. While tap water is consumed most, demand for bottled water continues to grow steadily. The industry's commitment to stringent regulation and quality control has played a key role in this growth, as more consumers

U.S. Daily Average Drink Consumption by Serving



Wirthlin Worldwide



According to a new survey, Americans drink 1.7 servings of bottled water every day.

demand the consistent safety, quality, good taste and convenience of bottled water.

Although most Americans recognize the health benefits of hydration, people are still not drinking all the water they should. A recent survey by the International Bottled Water Association found that even though 63 percent of Americans know that they should drink eight, eight-ounce servings of water daily, the average water consumption is currently only 5.3 servings a day.

As consumers increasingly choose to quench their thirst with bottled water, they can feel confident knowing that it is subject to federal, state and industry regulations. The U.S. Food and Drug Administration regulates bottled water as a packaged food product with standards of quality that, by law, must be at least as stringent as those for tap water.

Bottled water's growth and popularity are likely to continue as more consumers choose to make water part of their daily diet. For more information about bottled water or for the detailed survey results, go to www.bottledwater.org.