

Ô MUSE WATER OF THE KINGS

KING OF THE WATERS

NATURAL MINERAL WATER FROM SINGLE SOURCE

1) History

800 feet above sea level in an area designated as “Protected Zone” and “Area of marvelous natural beauty” by the Environment Agency

Particularly low in both Sodium and Nitrates

Our Natural Mineral Water is bottled at source from an idyllic village nestling in the foothills of the Mountains on the England / Welsh border. Records show that our local village hall was originally built as a bottled water factory in the early 1900's. The water was bottled in glass and sent primarily for sale in London, where it was noted for its exceptional quality and mineral content.

Today we bottle an extensive range of products in glass and plastic and distribute throughout the UK and abroad. While our success has certainly been due to the outstanding quality of our water, we feel that remaining a family business and working closely with a great team of people has helped maintain the valuable beliefs upheld by our founders, these simple beliefs have had a dramatic effect on the direction of our family business!

2) Environment

We believe that it's the pristine condition of our local environment that's responsible for the wonderful quality of our Ô Muse. With this in mind we are passionate about protecting this valuable resource and consider environmental issues to be essential to our very survival. As a company we are committed to reducing our carbon footprint, taking every opportunity to minimise impacts, explore alternatives and be environmentally aware and responsible.

The whole bottling process takes place onsite from source to bottle with as little impact on the environment as possible. The preservation and sustainability of the water source is a core focus for the business along with the responsible bottling we are continually implementing new procedures and infrastructures to reduce the impact on the environment





- As a recognised 'Natural Mineral Water' we are committed to producing a totally natural product. The water is of pure enough quality to be bottled as nature intended eliminating the need to be processed.
- As guardians of the source we ensure the rainfall catchment area around is free of any chemicals or contaminants. The wider catchment area falls under the protection of the National park and the Environment Agency who we are committed to work alongside and support.
- We have heavily invested and have migrated to three-phase electricity terminating polluting oil powered generators previously used to power our bottling lines.
- Both our Glass and Plastic bottles are 100% recyclable along with our PET (plastic) caps and labels.
- We operate a 99% recycling programme of all inward packaging
- Anything which CAN be recycled IS recycled, we have on site compactors.
- We have reduced waste landfill by 35%
- A new warehouse has increased onsite storage, which in turn has reduced transportation.
- We source all our raw materials from the UK and use reputable suppliers.
- Wherever possible we use local distributors and carriers from our immediate area and support local businesses.
- We ensure, with the help of tracker systems, that our drivers use the most economical routes, reducing road miles and carrying optimal loads.

Bottled water has the lowest carbon footprint of any packaged beverage, however we will continue with all of our efforts in the future to further reduce our carbon footprint.

For the future it is our ambition to power the production area and offices using renewable energy and we are currently investigating several options of making this possible, there is obviously excitement amongst the team at the possibilities of the development of water, wind and sun power.

3) Water

Our Ô Muse is set in a designated area of ‘Outstanding Natural Beauty’ along the English / Welsh borders.

Ô Muse is officially recognized as a “Natural Mineral Water”. To meet the required standard, the mineral content and flow must remain naturally constant for a period of two years, receiving no treatment other than minimal filtration and carbonation. The underground source rises under natural pressure, producing 80,000 gallons of water per day. The catchment area covers around 3,000 acres of the National Park, where the spring surfaces on the eastern boundary high above any farm land which greatly contributes to its exceptional quality.

From source to table, every step of the way is carefully monitored so that you get a drink just as nature intended.

No other beverage is as representative of its area of origin as bottled water, which gains its mineral content and characteristic taste from the local rock strata, our Ô Muse Water provides a real taste of the Welsh borders



Available: still or lightly sparkling
Plastic bottle: 33cl, 50cl or 1,5L
Glass bottle: 25cl, 33cl or 75cl

4) Water Analysis and Testing

Ô Muse Water samples are sent weekly to an independent UKAS accredited laboratory. The following tests are carried out as stated, FOOD SAFETY ACT 1990, THE NATURAL MINERAL WATER, SPRING WATER AND BOTTLED DRINKING WATER REGULATIONS 2007.

Water samples are collected by local authority every eight weeks, and sent to an independent UKAS accredited laboratory. A Mineral, and Microbiological test is carried out as set out in the FOOD SAFETY ACT 1990, THE NATURAL MINERAL WATER , SPRING WATER AND BOTTLED DRINKING WATER REGULATIONS 2007.

Annually the spring water is tested against a full suite of Mineral, Microbiological and chemical parameters specified in the Natural Mineral Water, Spring Water and Bottle Drinking Water Regulations (2007 and subsequent amendments).

Typical Ô Muse Water Analysis

Sulphate	20.00	Nitrate	5.30
Calcium	42.00	Sodium	7.46
Potassium	1.00		

5) Technical Sheet

The Promise of a Great Vintage

Tasting

The purity of our bottled water coupled with its low mineral content gives our Ô Muse water a light taste, ideal as a refreshing drink or for cleansing the palette. The neutral ph and medium hardness of this spring water equate to a drink that whilst light in flavour has a strong and satisfying mouth feel

Service

It is recommended to serve it cold or at ambient temperature.

Food pairing

Drinkable easily without any food, this water will perfectly accompany all dishes from any cuisine.

Comment

The Ô Muse is available still or lightly sparkling for the greatest enjoyment of food lovers, improving the quality of dishes and giving a fabulous impression of lightness.

Made from high range recyclable plastic and glass, the design is reminiscent of the Bordeaux wines brought to the best tables of the world.

Our Ô Muse can be drunk without concern for the pleasure of the body and the mind.

6) Reference

Organizations and Standards

The source is member of the EDWCA (European Drinking Water Cooler Association) and gets audited annually by this organization.

The source is also audited annually by UK Health and Environment.

Trading Standards audit on a yearly basis.

The source is member of the British Bottled Water Producers.

The source retains a microbiologist consultant company for advice and guidance.

The source has a full HACCP up to date and annually has an outside company come in to review and verify.

Production

PLASTIC BOTTLES: In 2014 we produced 5 million plastic bottles

GLASS BOTTLES: In 2014 we produced just under the 2 million glass bottles

Export

We export on a regular basis to Malta, Holland, Jersey, Germany, Italy, France, Spain and Hong Kong.

Some Fine Tables using our water

The Gilbert Scott Restaurant at St Pancras Hotel in London, the Head Chef Marcus Wareing. Michael Parkinsons Hotel in Berkshire, the Hilton Hotel in Malta...

Many Michelin star establishments

