



GROUP

THE SCOTTISH BOTTLED WATER SPECIALISTS

FEBRUARY 2014

HAPPY NEW YEAR FROM HIGHLAND SPRING

A very happy New Year and welcome to the second edition of the Highland Spring Group Newsletter.

2013 was a bumper year for the Highland Spring Group as Highland Spring became the number 1 bottled water brand in the UK. To achieve the number 1 status in our home country after years of dominance from international brands was a massive achievement for us. We also had a great year internationally with over 10 million litres of our water being exported throughout the world. This is considerable growth from 2012 when we exported 8.6 million litres. In addition, we also benefitted from an additional 11 million litres through British Airways being flown around the world.



We're looking forward to working with you to make 2014 even bigger and we're already off to a great start. An extra special mention to our new importers in the USA, Bulgaria, Canaries, Mallorca as well as our new distributor for Speyside Glenlivet in the Middle East. We are very excited to have our brands available in these new markets - welcome to the team!

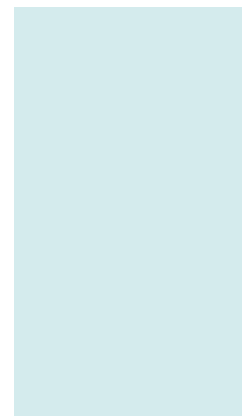
2014 is set to be a fantastic year with all eyes on Scotland as we play host to both the Ryder Cup and the Commonwealth Games. Highland Spring Group has lots planned to make the most of what is sure to be a very special year. We'll keep you updated on all our news over the course of the year so watch this space! As always, we love to hear what's happening in your region too so please keep us updated on any events or new listings for our brands.

DID YOU KNOW....

A "Water Usage Factor" is a key environmental focus that is receiving growing attention and concern. This water usage covers the amount of water that is required to produce a product and at Highland Spring we pride ourselves on a leading water usage factor.

Not only is our water usage incredibly low compared to other soft drinks but we consider ourselves the leaders in the bottled water category. Before we fill our bottles we rinse them thoroughly with the same water but the process is designed to involve as little wastage as possible. As you can see below it is quite surprising just how much water is used to make some every day products.

10,850ltrs



1.3ltrs



2.4ltrs

1L of Coca-Cola



140ltrs

1 cup of coffee



850ltrs

1 litre of orange juice



1 pair of jeans



GULFOOD 2014

Gulfood, the world's biggest food fair, takes place again this year at the Dubai World Trade Centre from Sunday 23rd to Thursday 27th February.

23-27 FEBRUARY 2014
DUBAI WORLD TRADE CENTRE



As usual, Highland Spring will have a stand at the event and this year. If you are intending to visit the show we would very much like to see you there. Come and visit us on our stand which is part of the Scottish Pavilion and is located in **Hall 3, Stand S3 - C33**.



GROUP

THE SCOTTISH BOTTLED WATER SPECIALISTS

FEBRUARY 2014

SHANGHAI FASHION WEEK, 2013

In October 2013, Highland Spring was proud to be the Official Water Supplier to Shanghai Fashion Week Spring/Summer 2014 through our Chinese importer, Goodwell Marketing Services. The week long event which took place from 17th to 23rd October saw both domestic and international designer brands showcase their new season collections. The event was an opportunity for fantastic brand exposure for Highland Spring which is still relatively new to the Chinese market.

Miranda Clegg, Head of Export at Highland Spring Group commented: "As we grow our presence in the Chinese market partnering with Shanghai Fashion Week was a natural choice and we were excited to be involved. A key business and cultural date in the Chinese calendar, Fashion Week is this year's must see event

which makes it the perfect platform for Highland Spring.

"Consumers are already embracing the brand, recognising the importance of purity and provenance when it comes to choosing bottled water. We are looking forward to introducing Highland Spring to even more people during the event."

As part of our sponsorship of the event, the Highland Spring logo was featured on all advertising materials including tickets, posters, advertisements as well as online content.

Highland Spring had a dedicated stand where staff were on hand to give out samples to all the dedicated fashionistas and industry figures in attendance. Our water was also given out at all press events and placed in goodie bags.

A very big thank you to all the team at Goodwell for all their efforts in making this event a success for us.



TESCO ACCREDITATION

As the UK's largest bottled water producer and supplier, the Highland Spring Group undergoes rigorous assessments of all our manufacturing processes and hillside management. Not only do we hold internationally recognised accreditations such as ISO 14001, EMAS and British Retail Consortium Grade A but we are also regularly audited by the UK's major retailers.

Most recently Highland Spring was audited by the UK's largest retailer, Tesco who we supply with Highland Spring brand as well as Own Label product. The 2 day unannounced audit was conducted by the Tesco Food Manufacturing Standards (TFMS) and we are delighted to reveal that the site was awarded "Blue" categorisation which is their highest recognition. TFMS commended our "excellent quality and standards" and the successful audit helps us continue our strong relationship with the retailer.

Tesco have over 3000 outlets in the UK and they continue to grow their presence internationally with a further 3000 stores overseas including the USA, Thailand and China.



SPEYSIDE GLENLIVET BURNS SUPPER

Every January, throughout the world, people come together to celebrate the life and works of the famous Scottish poet, Robert Burns at Burns Suppers. The suppers take place on or around 25th January which was Robert Burns birthday and involve eating a traditional meal of haggis served with neeps and tatties (turnip and potatoes) and reciting some of the famous poetry of Burns.

This year, we were delighted to host the first, inaugural Speyside Glenlivet Burns Supper which took place at the prestigious Caledonian Club in London on 21st January. Hosted in association with the Royal Academy of Culinary Arts the menu was designed and prepared by Speyside Glenlivet ambassador and Michelin starred chef, Tom Kitchin, who came to London to prepare and introduce the dinner to the assembled guests.

Guests at the Burns Supper enjoyed a stunning meal consisting of some of the finest produce Scotland has to offer. All sourced locally by Tom and brought with him to London, the menu showcased the provenance and quality of the ingredients from hand-dived Orkney scallops, traditional haggis and, of course, Speyside Glenlivet.

Scott Dickson, senior brand manager, Speyside Glenlivet, commented, "As one of the purest naturally sourced mineral waters provenance is key to our brand. The Burns Supper was a contemporary celebration of the finest produce from the home of Scotland's finest chefs. We were thrilled to partner with the RACA to put on this event for their members and get 2014 off to a fantastic start."



Photographed above Scott Dickson and Daniel Hutchens from Highland Spring Group with Michelin starred chef Tom Kitchin (centre).

SPEYSIDE GLENLIVET – THE HEIGHT OF GOOD TASTE

- Speyside Glenlivet is a premium natural mineral water bottled at source on the Crown Estate of Glenlivet
- The water comes from the UK's highest naturally occurring spring and our slogan for the brand is "The Height of Good Taste"
- Speyside Glenlivet is favoured by great chefs throughout the world as it makes an excellent accompaniment to fine dining. This is because of the unusually low mineral content which makes it a smoother and more refreshing water
- Speyside is listed in 8 Michelin starred restaurants in the UK including the Dorchester, Le Gavroche and the Corinthia. One of our brand ambassadors is the world famous chef Michael Roux Jr
- Speyside is only available in 330ml and 750ml glass, still and sparkling – this limited range of glass products is to ensure the brand remains "premium"



Anuga 2013, Cologne, Germany – 5th to 9th October



Anuga, the world's leading food fair, takes place in Cologne every two years with exhibitors from 185 countries and over 150,000 visitors. This year, for the first time, Highland Spring took a stand at the show as part of the Scottish Pavilion.

Over the course of the five day show, Yannis Karagounis and Gemma Grierson from the export team met with many of our existing export customers from countries such as Oman, Malta, Singapore and Cyprus so thank you to those who were able to take the time to come and see us. We also met with many new prospects and we have already received our first full container order from a customer in the Canaries!



Gemma Grierson photographed on the Highland Spring stand



GROUP

THE SCOTTISH BOTTLED WATER SPECIALISTS

FEBRUARY 2014

Highland Spring Events Calendar

Here's a reminder of some of the events coming up this year that Highland Spring Group will be involved in.

We'd love to hear about some of the events planned in your region so please let us know. Or if you'd like any further information on any of the events listed please contact Gemma Grierson at gemmag@highlandspringgroup.com

Date	Location	Event	Details
23 rd to 27 th February	Dubai, UAE	GULFOOD 2014	This year, as usual the Highland Spring Group export team will have a stand in the Scottish Pavilion at Gulfood – the leading global food fair for the retail trade and foodservice sectors. If you plan on attending this year please let us know, we would love to see you there.
6 th to 12 th March	Miami, Florida, USA	BRITWEEK Miami	Highland Spring is the official water supplier to Britweek 2014, the annual celebration of British culture and industry excellence in South Florida. Highland Spring will be featured at a number of exciting events over the week.
9 th to 12 th March	Orlando, Florida, USA	IAADFS	Our Caribbean distributor, Stansfeld Scott will once again have a presence at the International Association of Airport Duty Free Stores annual show in Florida.
5 th April	New York, USA	Tartan Day Parade	Highland Spring is proud to sponsor Morrison's Academy Pipe Band as they lead the Tartan Day Parade through the streets of New York. The Perthshire-based pipers have been given the honour of leading the parade which will have around 1000 participants including Scotland's own Ewan McGregor!
8 th to 11 th April	Singapore	Food Hotel Asia	Miranda Clegg, Head of Export, will be attending Food Hotel Asia in April for the first time as part of a group visit organised by Scottish Development International. If you plan on attending please let us know.
23 rd to 28 th September	Gleneagles, UK	Ryder Cup	One of the most famous sporting events in the world comes to Scotland as we play host to the Ryder Cup at the Gleneagles resort – just five miles from the water source of Highland Spring. As the official water supplier to the nerve-wracking 3 day event, where the best European players take on their American rivals, we'll be on hand to ensure that all the players and spectators stay hydrated.
19 th to 23 rd October	Paris, France	SIAL 2014	Highland Spring will once again be taking a stand at SIAL, Europe's largest food and drink show as part of the Scottish Pavilion. We hope to see you some of you there.
9 th to 16 th November	London, UK	Barclays ATP World Tour Finals	Highland Spring will once again be the official water supplier to the Barclays ATP World Tour Finals at the O2 Arena in London. The World Tour Finals is the last stop of the men's professional tennis season and sees the top eight players battle it out for supremacy.