



ultra  water bar
Opportunity

Why Ultra Water Vending?

Simple. Give your customers what they want. Ultra Water Vending capitalizes on a strong water industry trend toward premium “alkaline” water. The most recent Google Beverage Trends Report 2017 shows this:

Consumers want “premium”.



MORE WATER, MORE PREMIUM.

Based on Google search data, growth in alkaline water is being fueled by interest in a more enhanced hydration experience.

Consumers are thirsty for water. We see growing interest in safe clean and accessible water options. We also see increased consumer demand for more premium water, elevated via process or container.

Excerpt, Page 45.

Consumers want alkaline water.

TOP TRENDING WATER QUERIES

Many water-related searches made it to our top trending list.

MORE WATER, MORE PREMIUM

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Ranked by volume of searches

US

- alkaline water
- water dispense
- water cooler
- sparkling water
- tonic water
- water filter
- water delivery
- 5 gallon water jug
- seltzer water
- glass water bottle
- water purifier

UK

- water dispenser
- water filter
- water cooler
- tonic water
- sparkling water
- alkaline water
- water jug
- glass water bottle
- water suppliers
- water filter jugs
- water purifier

ES

- dispensador de agua
(water dispenser)
- vaso de agua
(glass of water)
- filtros de agua
(water filters)
- purificador de agua
(purified water)
- sparkling water
(sparkling water)
- dispensador de agua fria
(cold water dispenser)
- agua potable
drinking water
- enfriador de agua
water cooler

MX

- dispensador de agua
water dispenser
- despachador de agua
water dispenser
- agua potable
drinking water
- vaso de agua
glass of water
- filtros de agua
water filters
- purificador de agua
water purifier
- enfriador de agua
water cooler
- agua purificada
purified water

think with Google

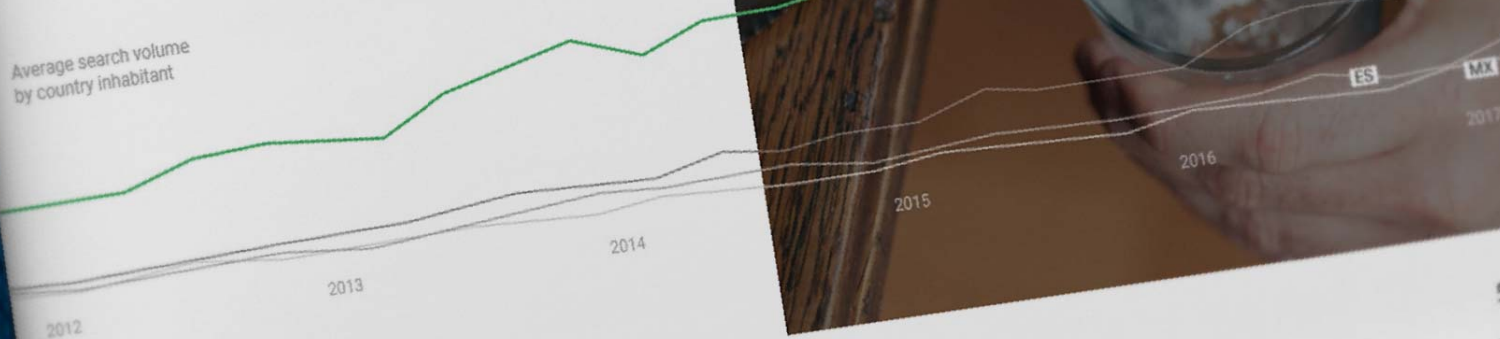
Source: Google Internal data, U.S., U.K., Mexico, Spain, April 2011 to March 2017.

Alkaline water isn't just a fad.

MORE PREMIUM: ELEVATING THE PH LEVEL

Alkaline water, promoted to have a higher pH level than regular tap water, is a trend that has been picking up as a sustained riser in the US. The trend has also begun to pick up in the UK, and seems to be continuing to rise slowly as a sustained rising trend there, as well.

Average search volume by country inhabitant



think with Google
Source: Google Internal data, U.S., U.K., Mexico, Spain, April 2011 to March 2017.

because I am so bored
I've purchased a soda
years ago to have plain
water. Something about
this is more interesting
in the evenings if I'm
not drinking alcohol.



Success Story

Real Results

“ We love our Ultra Water Alkaline Water System. We purchased our first system in 2012 and now have a machine in all three store locations. Over five years later, we are still selling Ultra Water to our customers.

The Ultra Water vending machine has increased our foot traffic, sales and is our #1 SKU. Our Customers drive from far away to visit our location just because of this water.

David Garner
Garner's Natural Life



Two Ways to Profit

	Outright Purchase	Rental*
Install	You	Us
Filter Replacements	You	You
Warranty	One-Year	Five-Year
Profit	You keep 100%	You keep 50%
Upfront Cost	Full Retail Price	Zero Down
Capital Expense	Yes	No
Monthly Expense	No	Yes

Real Results

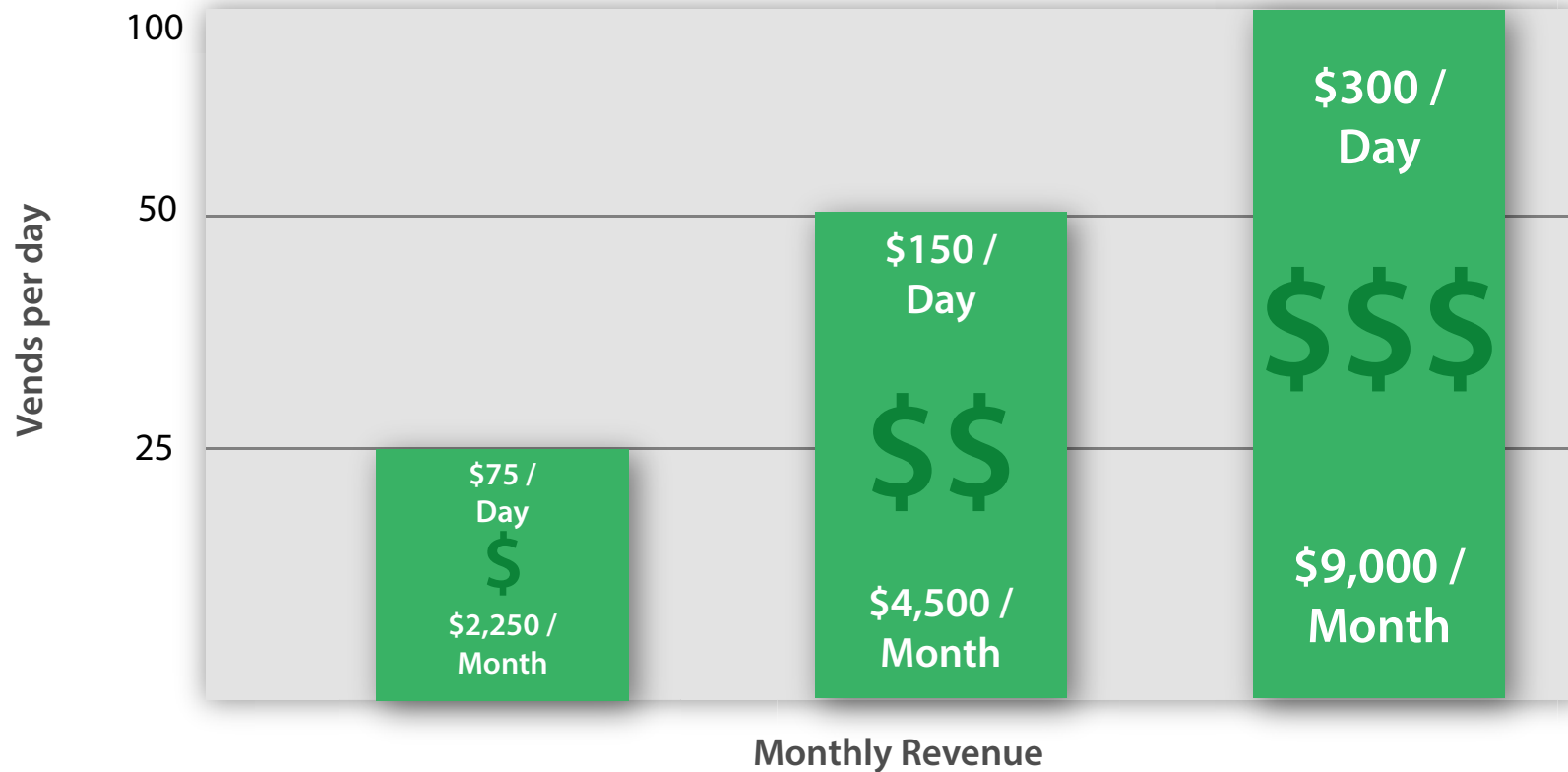
“ Our customers love the alkaline water and return regularly to refill containers. In May of 2018, we upgraded to the Ultra Spring from the Mini Spring to capture both revenue streams of RO and alkaline water. Selling enhanced, alkaline Ultra Water has been such a success in our store, that we are purchasing two additional Ultra Spring units for our two new locations. Our customers love the water and keep coming back for more!

Michael Maddox, CEO
Organic Harvest Grocery & Cafe


*For well qualified businesses.

Premium Water. Premium Profit.

Alkaline, ionized water vends for \$2 - \$3 per gallon / RO water vends for \$0.25 - \$0.50 per gallon.*



Real Results

 We realized our return on our investment within the first six months. We normally sell 200 gallons in one day at one of our locations and 100 at the other two.

David Garner
Garner's Natural Life

*Depending on location / market.