

What About Bottled Water?

San Francisco Chronicle

by David Lazarus (excerpts)

Americans spent an estimated \$11 billion last year drinking 8.3 billion gallons of bottled water, according to Beverage Marketing Corp., the leading compiler of facts and figures about the beverage industry. That means the average American consumed almost 28 gallons of bottled water.

So great is our thirst for the stuff that Americans now drink more bottled water than any other commercial beverage except carbonated soft drinks -- more than milk, more than coffee, more than beer. And the trend shows no sign of

abating. Within a decade, says Gary Hemphill, managing director of Beverage Marketing Corp. in New York, bottled water could overtake soda as the leading beverage in the United States. (The average American currently drinks more than 50 gallons of soda annually.) "The single biggest factor driving sales of bottled water is health and wellness," he said. "People see it as a healthy alternative." The bottled water industry that takes a free liquid that falls from the sky and sells it for as much as four times what we pay for gas," said Richard Wilk, a professor of anthropology at Indiana University who has studied the bottled-water business.



There is a perception that bottled water is "safer than tap water;" however the standards for bottled water, established by the Food and Drug Administration, are very similar to the standards, set by the USEPA, for tap water. In fact, about 25% of bottled water is actually tap water that has been processed and repackaged. Bottled water is expensive; bottled-water prices average about \$2.84 per gallon. At that rate, 750 gallons of bottled water would cost \$2,132.82. Filtering your own water with a drinking water system is certainly a more economical solution.⁹

MULTI-PURE VS BOTTLED WATER COSTS COMPARE AND SAVE!

750 gallons of Bottled Water = \$2,132.82
750 gallons of Multi-Pure filtered water = 69.95

	<u>Cost*</u> <u>per gallon</u>
Multi-Pure Drinking Water Systems	9¢
Pitchers/Carafes	20¢
Water Vending Machine	25¢
Home Delivered Bottled Water	\$1.71
Domestic "Purified" Bottled Water	\$2.23
Imported Bottled Water	\$3.84

Costs are averaged, based on several different brands of bottled water.

**Complete cost comparison analysis available on request*

750 gallons of water would be equivalent to:



150 five-gallon bottles
Cost = \$1.71 per gallon
\$1,282 for 750 gallons



8,000 twelve ounce bottles
Cost = \$3.55 per gallon
\$2,662 for 750 gallons



12,000 eight ounce bottles
Cost = \$7.48 per gallon
\$5,610 for 750 gallons

**Compare those costs to
\$69.95 for
a Multi-Pure replacement filter
which customers purchase
once a year!**



9¢ per gallon