



THE LABEL

## PHILOSOPHY

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The lasting trend in restaurants is to procure product — seafood, produce, fruit — from a source as close as possible to its use. The reasoning is that such buying practices decrease our negative environmental impact, while increasing freshness and “regionality”.

With this philosophy in mind, it is unreasonable to transport bottled water from France, Italy or Fiji! It is more unreasonable when these imported waters have no more to offer than a regional product.

aquaVa is drawn from a regional artesian well. It has been tested by an independent Lab against some of the most popular imported waters. (*Those test results are included later.*) It compares in composition and purity with the most expensive waters available on the market today.

aquaVa’s overriding business goal is to compete with the popular imported waters for space on the restaurant table and retail shelf. We believe that the price niche for our product is in between these imported waters (\$\$\$) and the large bottlers who are purifying water from municipal sources (\$). We believe, and have confirmed through our sales calls, that there is an open market consisting of people who want to drink water that is better than ones that are simply purified, and would be enthusiastic to find a good water regionally and not have to drink water imported from a different continent. Over, and over, and over, we receive only positive feedback on the taste and regionality of aquaVa.

## THE WATER

Artesian water is legally defined as any underground aquifer that is under natural pressure and therefore rises above the source point. It is the purest form of available drinking water because it never comes into contact with the air, protecting it from environmental pollutants and other contamination. There is no natural or man-made opening to the confined aquifer other than our tap into it.

aquaVa is drawn directly from this artesian aquifer deep below the ground's surface. It is unaffected by surface water. The water flows from the aquifer into our bottling plant. It then flows through ultraviolet light and an ozonation process to insure sterilization of the water, bottle and cap.

Ozone is a form of unstable oxygen. Stable oxygen, that we breath every day, is O<sub>2</sub>. Ozone is O<sub>3</sub>, so there is an extra electron looking to pair itself. This instability is what makes ozone the universal cleanser. Lightning creates ozone and hydrogen peroxide (H<sub>2</sub>O<sub>2</sub>) in our atmosphere and our water to help cleanse the planet. In water, ozone (O<sub>3</sub>) breaks down to water (H<sub>2</sub>O) and oxygen (O<sub>2</sub>).

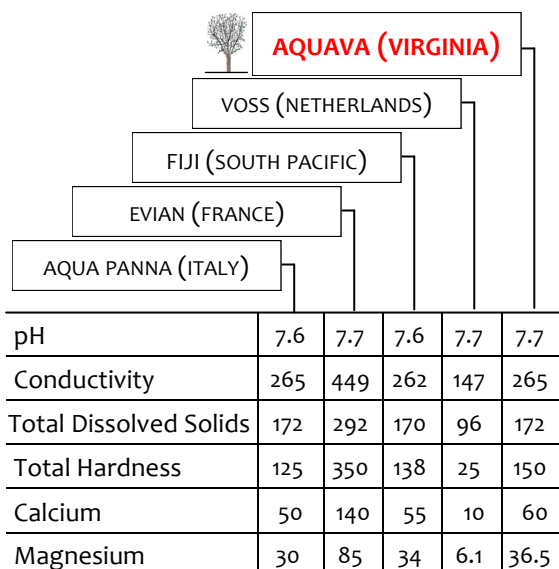
aquaVa could also be legally designated a mineral water, a designation that is regulated by exact FDA parameters. Most simply put, mineral water is any water that naturally contains a defined amount of "total dissolved solids" (TDS), most notably calcium, iron and magnesium.

"Bottled at the Source" is a distinction that aquaVa can also claim. Water that is not bottled at the source is unprotected and susceptible to contamination during transport before bottling. Also, a single source has taste characteristics that do not change and give the water it's sense of place.

Not insignificantly, bottling at the source reduces the energy used to produce and fuel used to transport the product and ultimately its effects on the environment.

**aquaVa has been tasted blind by groups at the Blue Point (Duck),  
the Trellis (Williamsburg), Empire Distributing (Wilmington and Durham)  
Coastal Provisions (Kitty Hawk) and was placed in the  
top 2 tasted 100% of the time**

### POPULAR IMPORTED WATER COPARISONS



**NOTES:** pH is a measure of the balance between acid and alkaline in water. A pH between 6.5 and 7.5 is considered neutral. A pH below 7 is more acidic than water with a higher pH. A water's hardness is also determined by pH. A reading below 6.5 is considered "soft".

Doctors recommend drinking water with a pH of more than 7 because the pH of human blood is in a narrow range between 7.3 and 7.45. The more alkaline the water is the more oxygen it can hold, so a higher alkaline water helps keep oxygen levels higher.

Testing by an Independent Licensed Lab, Mechanicsville, VA  
In accordance with accepted laboratory practices, using Standard Methods for the Examination of Water and Wastewater, 19th Edition .

All units in mg per liter, which is equal to parts per million.

## INTRODUCTION TO OPERATIONS

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Water Explosions, the previous operating entity, was started in 1999 by a couple whose family had owned and operated a campground in Skippers, VA for 30 years. The artesian well that exists now was drilled in 1970 to supply the campground's water needs and has been providing pure water consistently since then.

In July 2008, aquaVa LLC purchased the business assets of Water Explosions, Inc., a VA Corporation in good standing. Water Explosions had not done business for two years, but until closing business in the fall of 2006, had been successful in the private labeled bottled water business.

Included in the asset sale was all of the equipment needed to bottle water from the ground to a finished product ready for consumption, and all other equipment needed to operate the business including fork-lift and delivery truck.

The plant sits on 15 acres of leased land in Skippers, VA.

aquaVa LLC owns a 5-year option to purchase the land and all improvements at a predetermined and agreeable price.

The water plant operates within a 10,000 square foot metal warehouse erected in 1999. Also on the 15 acre property is a house used as office and storage space and a cinderblock building useable as storage. The property is located 10 mile south of Emporia, VA and is 4 miles off of Interstate 95.

The water plant is fully operational. Training was provided by the previous owner as well as technical assistance from In-Line Filling Systems — manufacturers of existing equipment. We have met with the manufacturers of the bottling line, In-Line Fillers in Fort Meyers, FL. We have arranged for a maintenance agreement. They have also verified capacity and other requirements necessary to fill both plastic and glass bottles.

The equipment specifications allow for production of 900 cases in an 8-hour shift. Production can be doubled by adding a second shift, the permit for which has already been obtained.

The current 15 acres of land allow for any facility expansion needed.

The Plant Manager/Partner has obtained HAACP certification through NSF and is completing the process with NSF to receive their designation for the plant and final product. (Previous owners, Water Explosions, did have NSF designation.)

aquaVa has applied for Virginia's Finest designation and has an appointment scheduled for a review. (Water Explosions did have this designation.)

The well and pump produce 90 gallons of water per minute, an impressive flow rate and much higher than required even at 3 times the capacity of the equipment.

The well and geologic conditions have been inspected and tested by a hydro-geologist, Nick Evans of Virginia Groundwater.

# THE PLANT



**PRODUCTION CAPABILITY:  
900 CASES PER 8 HOUR SHIFT**

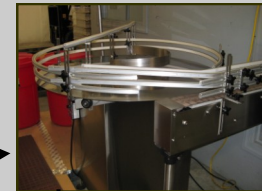


**THE PUMP HOUSE**  
from here, underground to the plant

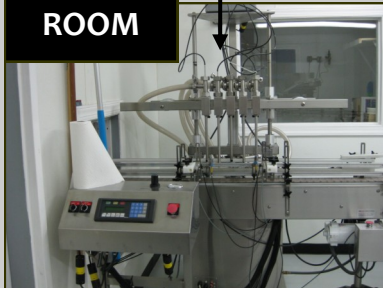


OZONATOR (BEHIND FEED TANK)  
1,000 GALLON FEED TANK  
ULTRA-VIOLET LIGHT SYSTEM  
MULTI-MEDIA FILTER

EMPTY BOTTLES TO THE SPREADER READY TO ENTER THE CLEAN ROOM. EMPTIES ARE LOADED BY HAND TO THIS ROTATING TABLE AFTER WHICH PROCESS IS AUTOMATED UNTIL BOXING.

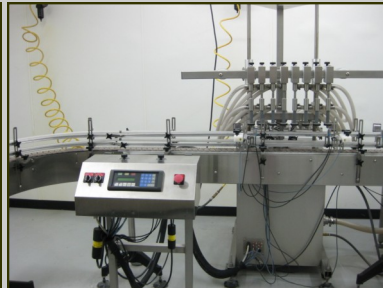


## THE CLEAN ROOM



### THE IONIZER

Nozzles inserts themselves (6) into bottle, ejects ionized air to remove any debris that might have settled in bottle.



### THE FILLER

Nozzles insert themselves into bottles and draw water from system to fill to predetermined fill level



### THE CAPPER

Filled bottles are timed through the capper to finish the clean room process, leaving the clean room in sanitary condition

## THE FINISH



THE LABELER



THE FINISHING TABLE



BOX TAPER

## PRODUCT PROFILE

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aquaVa is currently bottling and distributing 4 products:

1. 1/2 Liter aquaVa brand, plastic bullet bottle, 24 to a case
2. Liter aquaVa brand, plastic bullet bottle, 12 to a case
3. 1/2 Liter Private Label, plastic bullet bottle, 24 to a case
4. Liter Private Label, plastic bullet bottle, 12 to a case

the aquaVa brand in 1/2 and full Liters will be the focus of production. Private labeling is tied in with the aquaVa brand through prominent logo placement and is a way to increase brand recognition.

Private labeling will be phased out as the aquaVa brand fills production time.

aquaVa does now and will in the future distribute to Private Label accounts unless other arrangements are beneficial to both aquaVa and a distributor.

### PRODUCTS, *future—1 year*

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One of the main business goals of aquaVa is to bottle in glass, both 1/2 and full Liters. It is our belief that this will round out the product line and give aquaVa the ability to cover a larger market, i.e. upscale restaurants that for appearance sensibilities will not use plastic bottles on their dinner tables. We are finding now, however, that many upscale restaurants do not have a negative view of plastic on the table.

### PRODUCT SUMMARY — *now* → *14 months*

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#### 1. 1/2 Liter

- aquaVa, plastic bullet bottle, 24 to a case, **(available now)**
- private label, plastic bullet bottle, 24 to a case, **(available now)**
- aquaVa, plastic bullet bottle, 4-six packs to a case, (available June 1)
- aquaVa, still, glass, 24 to a case, (available March 1, 2010)
- aquaVa, sparkling, glass, 24 to a case, (available March 1, 2010)

#### 2. Liter

- aquaVa, in plastic bullet bottle, 12 to a case, **(available now)**
- private label, plastic bullet bottle, 12 to a case, **(available now)**
- aquaVa, plastic bullet bottle, 6 to a case, (Available June 1)
- aquaVa, still, glass, 12 to a case, (available March 1, 2010)
- aquaVa, sparkling, glass, 12 to a case, (available March 1, 2010)

**All aquaVa products are packed in sturdy cardboard boxes made from recycled materials. All products have a unique UPC Code.**