



## Al Ain Mineral Water launches 5 gallon business

**Al Ain Mineral Water Company** is consolidating its position in the growing UAE water market with the launch of Al Ain Mineral Water in a 5 gallon format.

“Our consumers have historically asked for a 5 gallon option of our Al Ain Mineral Water”, said Fasahat Beg, General Manager of Al Ain Mineral Water (left). “We’re now pleased to offer the product in this format, which will be sold and delivered exclusively to consumer households starting in Al Ain and Abu Dhabi.”

The bulk water (HOD) category is a growing segment and one that accounts for approximately 60% of the UAE water market (source: ACNielsen, **Zenith International**).

“We feel we can compete effectively given our strong, established brand position in the UAE bottled water segment,” he added. “Our objective is to offer consumers a very high-quality product – the same water available in our bottles and cups –



**Al Ain Mineral Water Company launches 5 gallon, Direct-to-Home Business in the UAE**

in a bulk, cost-effective packaging, so they have a choice of their preferred brand in the form they like best.”