



Water Quality Report

275 S. 67th Avenue
Phoenix, AZ 85043
1-877-ITS-PURE
www.niagarawater.com

Table of Contents

State of the Art Purification...1

History/Mission Statement...2

Sustainability Initiatives...3

Our Commitment To Quality...5

Regulations...6

Purified Water & Purified Water
with Minerals Added...7

Water Purification Process...8

Water Analysis Report...9

Definitions & Statements Required by
California Law...13



275 S. 67th Avenue
Phoenix, AZ 85043
1-877-ITS-PURE
www.niagarawater.com

The image features three clear plastic bottles of Niagara Bottling Purified Drinking Water. The bottles are positioned in the lower right quadrant, with the central one being the most prominent. They are surrounded by a dynamic splash of water, with numerous water droplets suspended in the air around them. The background is a bright, clean white, which makes the blue labels and the clear water of the bottles stand out. The labels on the bottles are blue with white text, including the brand name 'niagara' in a lowercase, sans-serif font, and 'EST. 1963' in smaller letters above it. Below the brand name, it says 'Purified Drinking Water' and 'TASTE THE PURE DIFFERENCE'. At the bottom of the label, it indicates the volume: '16.9 fl oz (1.05 PT) 500 mL'.

State of the Art Purification

Niagara Bottling utilizes state of the art purification, filtration and disinfection technologies to produce safe and refreshing products for our customers to enjoy. Niagara Bottling is pleased to provide you this water quality report.

275 S. 67th Avenue
Phoenix, AZ 85043
1-877-ITS-PURE
www.niagarawater.com



History

It all started back in 1963 when Andrew Peykoff Sr. began to bottle high quality, low cost Niagara water in 5 gallon glass containers for home and office delivery. With his insurmountable work ethic, integrity and customer service, Niagara soon became a household name in southern California. The customer base quickly expanded and Niagara started providing single-serve private label bottled water to grocery, club and convenience stores as well as wholesale customers all the while maintaining the family owned-business values.

Over the following decades, Niagara made significant advancements in high speed manufacturing and innovative bottle design; it's no wonder why Niagara is now considered the largest family-owned and operated bottled water company in the United States. The company now has 9 manufacturing facilities and is continuing to grow under the new President and CEO, Andy Peykoff II.

Mission Statement

Niagara's mission is to be the premier national bottled water supplier by providing our customers unmatched quality, price, and service. We achieve this through the relentless pursuit of cutting-edge bottling technology, vertical integration and ongoing improvement of process efficiencies. Ultimately our mission can only be obtained through our most important competitive advantage, our people. The hard work, integrity and dedication of every Niagara team member will shape the future success of our company for generations to come.



Sustainability Initiatives

Eco Air Bottle® & Vertical Integration

Niagara created the Eco-Air Go Green environmental program with the goal of working to reduce our impact on the environment year after year. Completed and ongoing efforts have led to an estimated company-wide annual reduction of 211.4 million lbs of CO2 and 67 million gallons of water.

One of our greatest achievements is the Eco-Air Bottle® which is more than just a good looking bottle. It's lighter so it requires less energy to produce and uses a smaller label and cap – overall it is made using 30% less plastic*. Niagara is currently utilizing a 4th generation Eco-Air Bottle® which weighs in at just 8.5g and is made of 100% recyclable PET. This makes it one of the lightest PET bottles on earth!

Niagara is committed to finding sustainable packaging solutions and continues to lead the industry in developing the lightest and strongest bottles in the world.

This is all made possible by our vertically integrated process where bottles are molded into shape and filled all on the same line. Complete process control is easily maintained and constantly improved in our own facilities and according to our process capabilities.

* Claims are based on a 2010 national audit across five (5) major metropolitan areas, finding that our 500mL bottle and cap use 30% less material as compared to an average of other 500mL bottled waters. This 2010 study supersedes the September 2008 study finding that the Eco-Air Bottle® weighed over 50% less than the average 500mL bottle.



Eco-Air Package™

Built with brains instead of brawn; the nested case pack is a “film only” case of water, meaning that our cases no longer require cardboard trays to support them or complete pallets. With a simple design change, we reduced the lateral movement of bottles in the cases making the case and complete pallet configuration tighter and stronger. The smaller case pack allows for more cases per pallet, which means fewer pallets in the supply chain and fewer trucks on the road.



CO₂ savings from elimination of cardboard trays & reduced loads



Tree ‘wood’ savings from reduction of cardboard raw material & pallets



Water savings from elimination of cardboard



Our Commitment To Quality

All water bottled by Niagara comes from carefully sourced springs, wells and/or municipal water supplies. Each source is tested as it enters our facility to ensure compliance with state and federal regulations. Product is then monitored and tested through the purification and bottling process to ensure we continue to make a consistently high quality product. Screening is conducted for more than 190 chemical attributes as well as physical and flavor characteristics. This level of testing surpasses the requirements set in place by the by the United States Food and Drug Administration (FDA) or the Environmental Protection Agency (EPA).

Audits

All Niagara facilities are audited on a monthly basis by the Niagara Quality Assurance team and on an annual basis by third party auditors such as the National Sanitation Foundation (NSF), FDA and the International Bottled Water Association (IBWA). Additionally, Niagara participates in regular customer audits to ensure compliance with varying customer requirements. These audits help to ensure that the company meets federal and industry standards for sanitation and process controls. For the last two years, all Niagara facilities have been certified as SQF Level 3 through NSF, which is the highest level of certification attainable. SQF level 3 certification is internationally recognized by the Global Food Safety Initiative (GFSI).

Production

Niagara utilizes high speed manufacturing equipment and each production line has the capability to produce 1200 bottles of water per minute. Maintaining quality at such high speeds is critical to our success. This is why Niagara utilizes state of the art technology to continuously perform visual checks during the entire production process. Visual check systems are able to recognize and reject bottles that have defects such as under-filled bottles, mis-aligned caps, improperly aligned labels and much more. The QA team also monitors several aspects of the water purification process on a daily basis to ensure that we are producing a safe and consistent product. On-site QA laboratories ensure that results are obtained quickly.

Certified Plant Operators

Our product quality and overall success depends on the knowledge and strength of our team members. All Quality Assurance team members are required to pass an internationally recognized exam on bottled water manufacturing and quality which is administered by IBWA.



Regulations

With its own set of testing requirements and good manufacturing standards, the bottled water industry is one of the most highly regulated in the United States. Bottled water is regulated by the FDA which is also responsible for regulating the food and pharmaceutical industries. Tap water on the other hand is regulated by the EPA. Under the Safe Drinking Water Act, FDA regulations for bottled water must be at least as stringent as the EPA's Primary Drinking Water Standards (known as Maximum Contaminant Levels). Bottled water is generally required to be tested for the same parameters as tap water, but the standards are, in many cases, stricter than for tap water. Ensuring the safety of the water is our primary objective in providing bottled water products to our customers.

Water Standards of Identity

Since the bottled water industry is regulated by the FDA, they have established standards of identity for several types of bottled water. This ensures that each type of bottled water meets minimum standards. The following are examples of types of bottled water on the market. Niagara currently bottles spring water, purified water and purified water with minerals added.



Spring Water - Bottled water derived from an underground formation from which water flows naturally to the surface of the earth. Spring water can only be collected at the spring or through a borehole tapping the underground formation feeding the spring.

Purified Water - Bottled water that has been produced by distillation, deionization, reverse osmosis or other suitable processes while meeting the definition of purified water in the United States Pharmacopoeia. Other suitable names for bottled water treated by one of the above processes may include “distilled water” if it is produced by distillation, “deionized water” if it is produced by deionization, etc.

Mineral Water - Bottled water containing not less than 250 parts per million total dissolved solids. Mineral water is distinguished from other types of bottled water by its constant level and relative proportions of mineral and trace elements at the point of emergence from the source. No minerals can be added to this product.

Sparkling Bottled Water - Water that after treatment, and possible replacement with carbon dioxide, contains the same amount of carbon dioxide that it had as it emerged from the source. Sparkling bottled waters may be labeled as “sparkling drinking water”, “sparkling mineral water”, “sparkling spring water”, etc

Artesian water/Artesian Well Water - Bottled water from a well that taps a confined aquifer (a water-bearing underground layer of rock or sand) in which the water level stands at some height above the top of the aquifer.

Well Water - Bottled water from a hole bored, drilled or otherwise constructed in the ground which taps the water aquifer.

Purified Water & Purified Water with Minerals Added

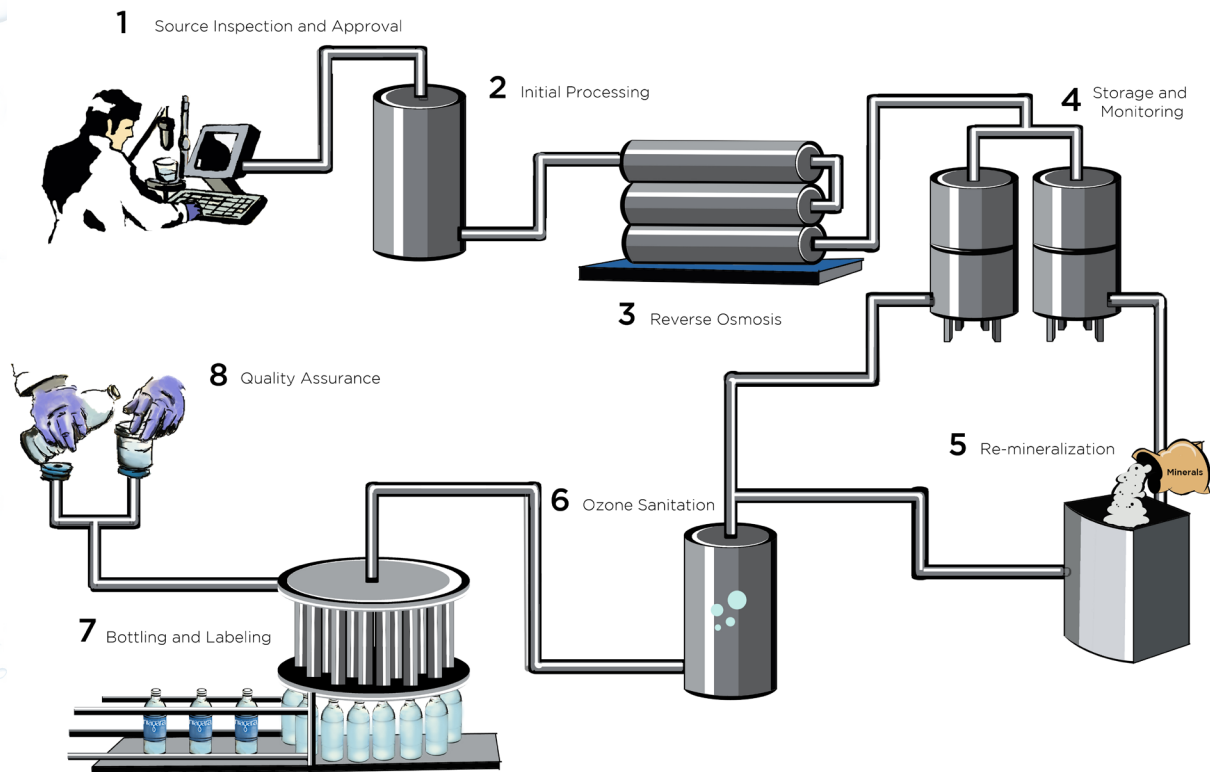


Each bottle of water begins with a carefully selected well or municipal water source. The water is initially processed using a multi-step filtration process depending on the source. Next, the water is purified using a reverse osmosis system and then it is disinfected with ozone just prior to bottling.

Our purified with minerals added product has one additional step, just before the water is disinfected with ozone, it is re-mineralized. We use just the right combination of minerals to give the product a smooth and refreshing taste.



Water Purification Process



- 1. Source Inspection and Approval** - Water source analytical data and the site are carefully reviewed before a source can be approved. Water is carefully collected from either an approved municipal or protected well source and delivered to the bottling facility via a stainless steel pipeline. The quality assurance department frequently collects samples to monitor microbiological and chemical characteristics.
- 2. Initial Processing** - Depending on the source this may include carbon filtration, aeration and/or UV disinfection.
- 3. Reverse Osmosis** - High pressure pumps and semi-permeable membranes are used to remove all remaining impurities.
- 4. Storage and Monitoring** - Water is collected and stored in stainless steel tanks.
- 5. Re-mineralization (added to purified with minerals products only)** - A special combination of minerals is added to give the product a smooth and refreshing taste.
- 6. Ozone Sanitation** - A specialized molecule consisting of pure oxygen is used to disinfect the water, this process is continuously monitored by the Quality Assurance department.
- 7. Bottling and Labeling** - State of the art bottling equipment is used to bottle the finished product. Each bottle is given a unique code to identify the bottling plant, production line, time and date.
- 8. Quality Assurance** - Retain samples are collected daily for each production run. These samples are analyzed by our internal lab to ensure adherence to company specifications and standards. Some samples are also sent out to third party labs to ensure compliance with state and federal regulatory standards.

Water Analysis Report (2013)

Substance	Units	MDL*	MCL**	Water Type	
				Purified Drinking Water	Purified Drinking Water with Minerals added for Taste
Level Found					
Physical Quality					
Alkalinity as CaCO ₃	mg/L CaCO ₃	5	NR	ND	9
Color	Color unit	5	15	ND	ND
Specific Conductance	umhos/cm	0.1	NR	2.9	35
Hardness, Total	mg/L CaCO ₃	2	NR	ND	ND
Odor, Threshold	TON	1	3	ND	ND
Solids, Total Dissolved \diamond	mg/L	5	500	ND	15
Turbidity	NTU	0.1	5	ND	ND
pH \diamond		0.01	6.5 - 8.5	7.4	6.8
Bicarbonate	mg/LHCO ₃	5	NR	ND	10
Disinfect. residuals/ By Products					
Bromate	ug/L	5	10	ND	ND
Chloramine, Total	mg/L	0.05	4	ND	ND
Chlorite	ug/L	10	1000	ND	ND
Chlorine Dioxide	mg/L	0.1	0.8	ND	ND
Total haloacetic acid	ug/L	1	60	ND	ND
Chlorine	mg/L	0.05	4	ND	ND
Radiologicals					
P1 gross Alpha	pCi/L	3	15	ND	ND
P1 Gross Beta	pCi/L	4	50 ‡	ND	ND
Total Radium 226+228	pCi/L	1	5	ND	ND
Uranium	mg/L	0.001	0.03	ND	ND
Inorganic Chemicals					
Aluminum	mg/L	0.01	0.2	ND	ND
Antimony	mg/L	0.0005	0.006	ND	ND
Arsenic	mg/L	0.002	0.01	ND	ND
Barium	mg/L	0.001	2	ND	ND
Beryllium	mg/L	0.0005	0.004	ND	ND
Bromide	ug/L	10	NR	ND	ND

Substance	Units	MDL*	MCL**	Water Type	
				Purified Drinking Water	Purified Drinking Water with Minerals added for Taste
				Level Found	
Cadmium	mg/L	0.0002	0.005	ND	ND
Calcium	mg/L	0.2	NR	ND	ND
Chloride	mg/L	2	250	ND	ND
Chromium	mg/L	0.001	0.1	ND	ND
Copper	mg/L	0.001	1	ND	ND
Cyanide, Total	mg/L	0.01	0.2	ND	ND
Fluoride	mg/L	0.1	2.4	ND	ND
Iron	mg/L	0.02	0.3	ND	ND
Lead	mg/L	0.001	0.005	ND	ND
Magnesium	mg/L	0.02	NR	ND	ND
Manganese	mg/L	0.001	0.05	ND	ND
Mercury	mg/L	0.0002	0.002	ND	ND
Nickel	mg/L	0.001	0.1	ND	ND
Nitrogen, Nitrate	mg/L N	0.05	10	ND	ND
Nitrogen, Nitrite	mg/L N	0.025	1	ND	ND
Total Nitrate + Nitrite- Nitrogen	mg/L	0.02	10	ND	ND
Potassium	mg/L	0.5	NR	ND	ND
Selenium	mg/L	0.002	0.05	ND	ND
Silver	mg/L	0.001	0.1	ND	ND
Sodium	mg/L	0.5	250	ND	6.9
Sulfur, Sulfate [◇]	mg/L	0.5	250	ND	5.9
Surfactants (MBAS)	mg/L	0.2	0.002	ND	ND
Thallium	mg/L	0.0002	0.001	ND	ND
Phenolics	mg/L	0.001	5	ND	ND
Zinc	mg/L	0.01	NR	ND	ND
Organic Chemicals					
Diquat	ug/L	0.4	20	ND	ND
Endthall	ug/L	9	100	ND	ND
Glyphosphate	ug/L	6	700	ND	ND
2,3,7,8- TCDD	pg/L	10	30	ND	ND
Carbofuran	ug/L	1	40	ND	ND
Oxamyl	ug/L	1	200	ND	ND
2,4,5-TP (herbicide)	ug/L	0.2	50	ND	ND

Substance	Units	MDL*	MCL**	Water Type	
				Purified Drinking Water	Purified Drinking Water with Minerals added for Taste
				Level Found	
2,4-D (herbicide)	ug/L	0.1	70	ND	ND
Bentazon (herbicide)	ug/L	0.2	18 †	ND	ND
Dalapon (herbicide)	ug/L	1	200	ND	ND
Dinoseb (herbicide)	ug/L	0.2	7	ND	ND
Pentachlorophenol (herbicide)	ug/L	0.04	1	ND	ND
Picloram (herbicide)	ug/L	0.1	500	ND	ND
Chlordane (pesticide)	ug/L	0.2	2	ND	ND
PCB 1016 (pesticide)	ug/L	0.3	0.5	ND	ND
PCB 1221 (pesticide)	ug/L	0.4	0.5	ND	ND
PCB 1232 (pesticide)	ug/L	0.4	0.5	ND	ND
PCB 1242 (pesticide)	ug/L	0.3	0.5	ND	ND
PCB 1248 (pesticide)	ug/L	0.2	0.5	ND	ND
PCB 1254 (pesticide)	ug/L	0.2	0.5	ND	ND
PCB 1260 (pesticide)	ug/L	0.3	0.5	ND	ND
Total PCBs (pesticide)	ug/L	0.4	0.5	ND	ND
Toxaphene (pesticide)	ug/L	1	3	ND	ND
Alachlor	ug/L	0.1	2	ND	ND
Atrazine	ug/L	0.2	3	ND	ND
Benzopyrene	ug/L	0.1	0.2	ND	ND
Bisadipate	ug/L	2	400	ND	ND
Bisphthalate	ug/L	2	6	ND	ND
Endrin	ug/L	0.1	2	ND	ND
Heptachlor	ug/L	0.1	0.4	ND	ND
Heptachlor Epoxide	ug/L	0.1	0.2	ND	ND
Hexachlorobenzene	ug/L	0.1	1	ND	ND
Hexachlorocyclopentadiene	ug/L	0.1	50	ND	ND
Lindane	ug/L	0.1	0.2	ND	ND
Methoxychlor	ug/L	0.1	40	ND	ND
Molinate	ug/L	0.1	20 †	ND	ND
Simazine	ug/L	0.2	4	ND	ND
1,2-dibromo-3chloropropane	ug/L	0.01	0.2	ND	ND
Ethylene Dibromide	ug/L	0.01	0.05	ND	ND
1,1,1-Trichloroethane	ug/L	0.5	200	ND	ND
1,1,2,2-Tetrachloroethane	ug/L	0.5	1 †	ND	ND

Substance	Units	MDL*	MCL**	Water Type	
				Purified Drinking Water	Purified Drinking Water with Minerals added for Taste
				Level Found	
1,1,2-Trichloroethane	ug/L	0.5	5	ND	ND
1,1-Dichloroethane	ug/L	0.5	5 †	ND	ND
1,1-Dichloroethylene	ug/L	0.5	7	ND	ND
1,2,4-Trichlorobenzene	ug/L	0.5	70	ND	ND
1,2-Dichlorobenzen	ug/L	0.5	600	ND	ND
1,2-Dichloroethane	ug/L	0.5	5	ND	ND
1,2-Dichloropropane	ug/L	0.5	5	ND	ND
1,3-Dichloropropene	ug/L	0.5	0.5 †	ND	ND
1,4-Dichlorobenzene	ug/L	0.5	75	ND	ND
Benzene	ug/L	0.5	5	ND	ND
Carbon Tetrachloride	ug/L	0.5	5	ND	ND
Chlorobenzen	ug/L	0.5	100	ND	ND
cis-1,2-Dichlorethylene	ug/L	0.5	70	ND	ND
Ethyl Benzene	ug/L	0.5	700	ND	ND
Methyl-tert-butyl Ether (MTBE)	ug/L	0.5	13 †	ND	ND
Methylene Chloride	ug/L	0.5	5	ND	ND
Styrene	ug/L	0.5	100	ND	ND
Tetrachloroethylene	ug/L	0.5	5	ND	ND
Toluene	ug/L	0.5	1000	ND	ND
Total trihalomethanes	ug/L	0.5	80	ND	1.4
Total Xylenes	ug/L	0.5	10000	ND	ND
trans-1,2-Dichloroethylene	ug/L	0.5	100	ND	ND
Trichloroethylene	ug/L	0.5	5	ND	ND
Trichlorofluormethane (Freon 11)	ug/L	0.5	150 †	ND	ND
Vinyl Chloride	ug/L	0.5	2	ND	ND

◇ Secondary Standard. Non-enforceable guidelines regulating contaminants that may cause aesthetic or cosmetic effects in drinking water.

‡ Set by California Dept. of Health Services.

Level Found - The highest level of each substance detected in representative finished product samples.

NR- Not listed in state or federal drinking water regulations.

* **MDL** - Method Detection Limit. The values reflect the lowest concentration of each substance that can be accurately quantified by the applicable testing method.

** **MCL** - Maximum Contaminant Level. The highest level of a substance allowed by law in drinking water (bottled or tap). The MCLs shown are the federal MCLs set by the EPA and FDA, unless no federal MCL exists.

† Where no federal MCL exists the MCLs shown are the California Health Services MCLs, indicated by (†).

Definitions & Statements Required by California Law

Definitions

“statement of quality” – The standard (statement) of quality for bottled water is the highest level of a contaminant that is allowed in a container of bottled water, as established by the United States Food and Drug Administration (FDA) and the California Department of Public Health. The standards can be no less protective of public health than the standards for public drinking water, established by the U.S. Environmental Protection Agency (EPA) or the California Department of Public Health.

“maximum contaminant level (MCL)” – The highest level of a contaminant that is allowed in drinking water, established by the U.S. Environmental Protection Agency (EPA) or the California Department of Public Health. Primary MCLs are set as close to the PHGs as is economically and technologically feasible.

“public health goal (PHG)” – The level of a contaminant in drinking water below which there is no known or expected risk to health. PHGs are set by the California Environmental Protection Agency.

“primary drinking water standard (PDWS)” – MCLs for contaminants established by the U.S. Environmental Protection Agency (EPA) or the California Department of Public Health that affect health along with their monitoring and reporting requirements, and water treatment requirements.

Statements

This section of the bottled water report contains consumer information statements relative to drinking water as mandated by California Health & Safety Code Sector 111070 et. seq. These statements are immediately followed by the appropriate current contact information for the United States regulatory branch pertaining to the specified statements where applicable. Our product has been thoroughly tested in accordance with federal and California law. Our bottled water is a food product and can not be sold unless it meets the standards established by the U.S. Food and Drug Administration and the California Department of Public Health.

“Drinking water, including bottled water, may reasonably be expected to contain at least small amounts of some contaminants. The presence of contaminants does not necessarily indicate that water poses a health risk.

More information about contaminants and potential health effects can be obtained by calling the United States Food and Drug Administration, Food and Cosmetic Hotline (1-888-723-3366).”

“Some persons may be more vulnerable to contaminants in drinking water than the general population. Immune-compromised persons, including, but not limited to, persons with cancer who are undergoing Chemotherapy, persons who have undergone organ transplants, persons with HIV/AIDS or other immune system disorders, some elderly persons, and infants can be particularly at risk from infections. These persons should seek advice about drinking water from their health care providers. The United States Environmental Protection Agency and the Centers for Disease Control and Prevention guidelines on appropriate means to lessen the risk of infection by cryptosporidium and other microbial contaminants are available from the Safe Drinking Water Hotline (1-800-426-4791).”

“The sources of bottled water include rivers, lakes, streams, ponds, reservoirs, springs, and wells. As water naturally travels over the surface of the land or through the ground, it can pick up naturally occurring substances as well as substances that are present due to animal and human activity.”

“Substances that may be present in the source water include any of the following:

1. Inorganic substances, including, but not limited to, salts and metals, that can be naturally occurring or result from farming, urban storm water runoff, industrial or domestic wastewater discharges, or oil and gas production.
2. Pesticides and herbicides that may come from a variety of sources, including, but not limited to, agriculture, urban storm water runoff, and residential uses.
3. Organic substances that are byproducts of industrial processes and petroleum production and can also come from gas stations, urban storm water runoff, agricultural application, and septic systems.
4. Microbial organisms that may come from wildlife, agricultural livestock operations, sewage treatment plants, and septic systems.
5. Substances with radioactive properties that can be naturally occurring or be the result of oil and gas production and mining activities.”

Definitions & Statements Required by California Law

Information on Contaminants

In order to ensure that bottled water is safe to drink, the United States Food and Drug Administration and the State Department of Public Health prescribe regulations that limit the amount of certain contaminants in water provided by bottled water companies. More information about contaminants can be obtained by calling the United States Food and Drug Administration, Food and Cosmetic Hotline at 1-888-723-3366.

FDA Website for Product Recalls

If you would like to know whether a particular bottled water product has been or is being recalled, please visit the FDA's website at: <http://www.fda.gov/opacom/7alerts.html>.

