

February 16, 2011

Mr. Joseph Doss
President and CEO
International Bottled Water Association
1700 Diagonal Road
Suite 650
Alexandria, VA 22314

Dear Mr. Doss:

I am in receipt of your letter of Jan. 27, 2011. I can appreciate the difficult situation you face as chief spokesperson for the bottled water industry, which has seen a steady decline in sales recently. I also understand why you would be upset that my organization's report revealed that a vast majority of your member companies do not provide consumers with basic information about the bottled water they sell.

As you know, my colleagues reviewed bottled water labels between March 2010 and December 2010. They also examined company websites and placed calls to customer service operators for 173 brands. Only three provided answers to three simple questions customers have a right to ask:

Where does the water come from?
Is it purified? If so, how?
Have tests found any contaminants?

Understandably, you and your colleagues at the International Bottled Water Association have a challenging road ahead. Your industry has taken significant economic hits, as evidenced by these news releases from the Beverage Marketing Corporation:

July, 2010: *U.S. BEVERAGE INDUSTRY LOST BILLIONS IN RECESSION, BEVERAGE MARKETING CORPORATION REPORT CONCLUDES*

July, 2010: *BOTTLED WATER CONFRONTS PERSISTENT CHALLENGES, NEW REPORT FROM BEVERAGE MARKETING CORPORATION SHOWS*

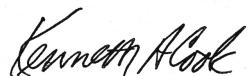
“Bottled water volume declined by 1.0% in 2008 and by 2.5% in 2009. Furthermore, producers' revenues declined in both 2008 and 2009 as well.” [Beverage Marketing Corporation, July, 2010.](#)

Some of the largest bottlers saw the biggest drops in sales, with Pepsi's Aquafina down 10 percent in 2009 and Coca-Cola's Dasani down by 7.9 percent.

Many of your former customers are switching back to tap water, largely in response to the bottled water industry's enormous environmental footprint. I can imagine your consternation when the public learns that there's another reason not to buy your products – it's hard for consumers to determine the quality of what they are buying.

EWG will not “cease and desist” our research on bottled water as you demanded in your letter. We will continue to advocate for consumers' right to know three simple facts: exactly where the water comes from, how it is treated and what contaminants it contains.

Sincerely,

A handwritten signature in black ink that reads "Kenneth A. Cook". The signature is written in a cursive, slightly slanted style.

Kenneth A. Cook
President
Environmental Working Group