

Aigua de Vilajuïga wins top design award



Fine dining-specific bottle receives Water Innovation 2012 Award for Best Label.

VILAJUÏGA, SPAIN - Aigua de Vilajuïga Mineral Water Company is proud to announce that its new premium bottle won the prestigious Water Innovation 2012 Award for Best label at the 9th Annual Global Bottled Water Congress, hosted by Zenith International in Barcelona (9th October, 2012). In making the Award the judges remarked: The label design "conveys heritage and popular culture with Salvador Dalí". They also added: "Unconventional, arty, attractive - subtly and cleverly done." Aigua de Vilajuïga was also Finalist in the Best Still or Sparkling Water category.

Aigua de Vilajuïga's new premium bottle represents the renaissance of a legendary, naturally sparkling mineral water sourced from the heart of the Costa Brava. Water sommelier Steve Rowe and Studio h London have collaborated on a project to revive the historic Aigua de Vilajuïga Mineral Water Company by repositioning it as a premium product for the global market and the using the Salvador Dalí connection to create a unique brand personality. Aigua de Vilajuïga was the favourite mineral water of the great Catalan surrealist artist Salvador Dalí, who lived close to the source at Cadaques. The bottle label's 'painted lettering' and moustache motif pay homage to the great man.

About Aigua de Vilajuïga

Bottled since 1904, the Aigua de Vilajuïga source is located in the Alt Empordà region of Catalonia, where the Pyrenees Mountains dive into the Mediterranean Sea. Aigua de Vilajuïga is one of the world's finest naturally sparkling mineral waters and the extraordinary, full-bodied, creamy taste and very delicate 'aguja' needle-point bubbles make it the ideal accompaniment to fine foods and wines. The natural bubbles are finer and more numerous than that of a water with added carbon dioxide, making it more delicate on the palate and giving it a characteristic taste.

About the Awards

Now in their 10th year, the Water Innovation Awards 2012 attracted over 75 entries from 19 countries - demonstrating creativity, innovation and best practice from packaging and environmental responsibility to flavour, functionality and marketing. For more information on the Awards: www.foodbev.com

For more information and images:

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