



## Press release

### Gize wins the heart of Hong Kong

#### Purelogica is the new sales and distribution partner for the gold-filtered luxury drink

**12 November 2012, Luxembourg/Hong Kong** –The luxury drink Gize is now also at home in Hong Kong: thanks to its new sales and distribution partner Purelogica, the gold-filtered mineral water from Canada is now available in the business hub and neighbouring Macau. This luxury non-alcoholic alternative is a perfect fit for Hong Kong, a city and region of superlatives, and Macau, the Monte Carlo of the Far East.

Purelogica's portfolio is also an ideal complement to Gize, as Purelogica is a prestigious importer and distributor in China, including Hong Kong and Macau, of an extravagant collection of select luxury waters from numerous countries around the globe. The fact that "Mother Earth" continues to provide us with unique new discoveries such as Gize from its treasure trove of springs is something that is particularly pleasing to Michael Mascha, water connoisseur, founder of finewaters.com and official ambassador for Purelogica: "Thanks not only to its geological origin in rock formations shaped by glaciers over millions of years in the easternmost reaches of Canada, but also to the exquisite refinement it receives from its 24-carat gold filtration, Gize is truly incomparable. This top-class water is a tremendous addition to Purelogica's product range, one we feel very fortunate to have made." Purelogica will be making Gize available in select luxury hotels, starred restaurants, spas and delicatessens. Discover a luxury drink – anything less would be a terrible waste.

**Gize** - The source of this unique mineral water is located in Nova Scotia, Canada. As it passed through layers of rocks that formed more than 200 million years ago, it achieved a purity and degree of mineralization that is of exceptional quality and without equal. This water was already praised as a fountain of youth and a healing spring 500 years ago. A special gold-filtering process results in a deluxe mineral water – perfect and with an unmistakable flavour that pleases even the most discerning palates. Gize is not only available in its classic, pristine form with and without carbonation as Gize Still and Gize Sparkling, but also in four sophisticated compositions: Lemon-Elderflower, Raspberry-Ginseng, Pear-Vinegar and Pineapple-Coconut. The appeal of this luxury water goes far beyond its top product quality. The styling of its multi-award winning bottle is outstanding and elegant. It captivates by combining form with function: tapered in the centre, even the 0.75-litre bottle sits well in the hand. Gize comes in 0.2-litre and 0.75-litre glass bottles. For further information please contact [info@gize.com](mailto:info@gize.com).

**Canadian Mineral Water** was founded in 2009 and is based in Luxembourg. It is responsible for the worldwide distribution of Gize, the mineral water from Canada, and of Gize+, the refreshing non-alcoholic beverage. The gold-filtered mineral water that provides both Gize and Gize+ with their unique character comes from the mineral water sources in Spa Springs, located in the easternmost reaches of Canada in Nova Scotia.

**Purelogica™** is the premier importer and distributor of an extravagant collection of the world's finest luxury foods and beverages in the Greater China region, including Hong Kong and Macau. "The World's Finest Luxury Bottled Water Collection", exclusively distributed by Purelogica™, consists of an extraordinary selection of the world's best quality water, sourced and bottled from the purest natural places on Earth. The collection offers an exquisite range of artesian water, spring water, iceberg water and glacier water for the ultimate luxury dining experience.

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