



Nordaq Fact Sheet

About Nordaq FRESH

Robert and Paulina Hahmann, two people with a background from the traveling industry, founded Nordaq FRESH in 2002.

The idea was born when guests at their hotel asked Robert and Paulina if they could drink the local water. The answer was often no so they bought bottled water instead. The bottles were left in the hot hotel rooms with warm and stale water as a result.

At the same time at home in Sweden Paulina's father had produced a system which removed unhealthy products from tap water. Both Robert and Paulina saw the potential for their hotel and guests on Malta. They installed the system and the result was instant success.

Today the pure and fresh water from FRESH is widely available at well known hotels and restaurants in Sweden where it is bottled on location. Established chefs and sommeliers claim FRESH enhances the experience of food and wine.

FRESH has now received international recognition from world class chefs Thomas Keller and Michel Bras. Thomas Keller now serves FRESH at his restaurants The French Laundry in California and Per Se in New York. Michel Bras serves FRESH to his guests at his restaurant in Lagouile, France.

The goal is for FRESH to be available in all restaurants and hotels around the world with the ambition to give both man and environment a really good tasting water.

Description

Nordaq FRESH is a pure and fresh water which enhances the taste sensation and is considerate to the environment.

Mission

"Nordaq FRESH's mission is to become a global market leader in the on-site production and sale of water of highest quality."

News

Nordaq FRESH is a pure and fresh water where tastes such as soil, clay, chalk and chlorine have been removed using a patented system. According to leading chefs and sommeliers FRESH enhances the experience of food and wine. As FRESH is bottled on location and is not transported it is also considerate towards the environment.

The SP Technical Institute of Sweden has tested the FRESH purification system and found that the system has exceptionally efficient purification abilities despite high levels of pollutants. Levels of pollutants have been significantly lower than stated limits for drinking water. The test also shows that salts and minerals which are good for the body remain in the water after purification. The SP Technical Institute of Sweden also states that the purification system is only meant for pre-filtered drinking water.

Nordaq FRESH is today offered at three of the world's top ten restaurants. The number of hotels and restaurants which offer FRESH to their guests are increasing rapidly. Recent restaurants to offer FRESH include Germanium in Denmark, Guy Savoy, Fauchon and Yamato in France, Casino Cosmopol (state owned casino's) and Liseberg (Northern Europe's largest amusement park) in Sweden.

Endorsements

"As we see it there are only advantages.

- *Our own water means no transports or heavy lifting*
- *Better margins on water*
- *Great looking design*
- *The water's purity enhances the quality of the wine and food*
- *FRESH feels as a natural choice as we work with the concept aware food and beverages"*

Mats Nordström, Wasa Allé, Gothenburg Sweden

"Since the start in 1999 we at Fond have tried to work with producers and suppliers who have a thought with what they do. So when we after search some time 'found' FRESH as a way to offer sparkling and still water we were keen to test it. Now we have a water where we get high quality and at the same time, from an environmental point of view, don't have to transport water across the world but instead let the environment transport it for us. We don't have to handle bottles and glass which also takes a load of the environment. Our own cleaned water turns out to be of the highest quality and fits perfectly at Fond."

Stefan Karlsson, Fond, Gothenburg Sweden

"I am a very satisfied user of the product as it is completely in line with my gastronomic philosophy."

Mathias Dahlgren, Mathias Dahlgren, Stockholm Sweden

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