

# Ice River Springs announces an agreement to buy Nestlé Pure Life

Ice River Springs and Nestlé have announced an agreement for the local company to buy the Canadian Nestlé Pure Life water business.

The announcement came July 2. It must be reviewed by regulators and is expected to be completed in the third quarter of this year, Sandy Gott, Executive Vice-President and co-owner, told the Herald-Advance.

"No changes are foreseen for our existing bottling plants," she confirmed in an email Saturday.

"Our family and our teams are excited for this opportunity to acquire Pure Life, a great brand distributed across Canada," she said.

A press release said the acquisition fits a "strategic ambition" of the company to expand its Canadian products beyond the private label products it produces now.

The company also produces its own Ice River Springs Green water in 100 percent recycled plastic bottles.

The purchase includes two factories (Puslinch,



**FAMILY BUSINESS EXPANDS** - Sandy and Jamie Gott and their daughter Crystal Howe, all involved in Ice River Springs operations, are seen in a recent photo. The business announced last week it had a tentative agreement with Nestlé to acquire its PureLife Canadian bottled water operation.

Ontario and Hope, B.C.), and a well in Erin, Ontario.

Ice River Springs will bring the Nestlé brand into its model as a company attentive to environmental considerations.

"Our plan is to incorporate sustainability by transitioning to our 100% recycled plastic (RPET),"

Ms Gott wrote.

"We've been self manufacturing RPET at our BMP recycling plant in Shelburne using post consumer plastic packaging from Ontario's blue box program for over 10 years."

It's the only company in North America producing

and using 100 percent recycled plastic bottles, and uses about 85 percent of the PET that comes in through Ontario recycling programs.

The company begun by the Gott family in 1995 in Feversham has been growing steadily. It is headquartered at the Shelburne plant.

A Nestlé Canada spokesman said that the company will concentrate on its international brands of San Pellegrino, Perrier and Acqua Panna.

Ms Gott said in the media release looked forward to "the addition of this iconic brand, their skilled and dedicated people across the country and the resources of this business."

The company says that among its operations, about 65 million pounds of plastic are recycled each year. Bottle caps, which are HDPE plastics, become patio furniture in a plant in Stratford, where Ice River Springs now has a controlling interest. Ice River Springs' bottling facilities send no waste to landfills.

Plans for the well in Elora owned by Nestlé, which has met opposition, were not mentioned in the release.

Thanks  
Heal