



Premium tea & coffee shops
recognize that pure water
should be their main ingredient.



Table of Contents

Benefits.....	2
Flavor & Purity.....	3
Pure Water Product Package.....	4
Flavor Guide	5
FAQ.....	7

Call us today at 1-800-875-5915 or visit us at www.MyPureWater.com



Whether you are brewing gourmet coffee or steeping your finest organic tea, by using fresh, pure water as your main ingredient you will bring out the true, fantastic flavors and aromas!

We manufacture premium water purification systems that are far superior to standard filters or reverse osmosis systems. Here are a few of the benefits...

- Offer a level of excellence far beyond other businesses in your market!
- The flavor, aroma and appearance of your drinks will be amazing!
- Promote the fantastic health benefits of drinking water that is free of chemicals. After all, what sense is it to make a cup of organic tea with regular tap water?
- You will have consistency of flavor. The quality of tap water changes, especially if you have multiple locations.
- Your ice tea will have a much longer shelf life.
- Your machinery will last longer and require less maintenance when you use pure water.



Flavor & Purity

THE KEY TO FLAVOR. A cup of coffee and tea is 99% water. So the formula for getting the freshest, best tasting water possible is simple...

1. **Use the purest water available.** Our systems use a combination of technologies with the core process of steam-distillation, which is far superior to filters or reverse osmosis systems.
2. **Produce it fresh every day.** Bottled water can be two weeks or two years old. Our systems produce it fresh every day!
3. **Store it in high-quality stainless-steel containers.** Water, especially pure water, can and will absorb bad smells and flavors from plastic bottles, but not from stainless steel.

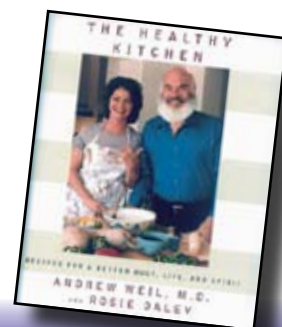
STEAM-DISTILLATION

Steam-distillation produces pure water by duplicating nature's hydrologic cycle of evaporation, condensation and precipitation. The results are consistently superior to filters, such as reverse osmosis systems.



"I use a steam distiller to purify my water, because I believe distilled is the cleanest you can get."

Andrew Weil, M.D.



Our Pure Water Packages include...



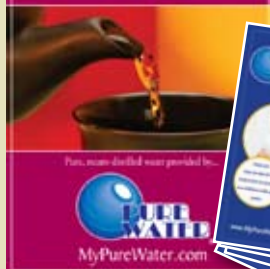
Complete Water Purification System.

Our Pure Water system is recognized around the world as the single best water purification system on the market. This system incorporates an automatic water softener, a premium water distillation appliance and carbon filters to ensure the highest purity water from virtually any source water. We have different sizes available. Our system comes with all of the tubing and connections that are needed for hook-up.



Water Coolers & Dispensing.

Our system will provide water to your coffee machines and other drink dispensers. We also provide you with an attractive dispenser that customers can use to get their own great-tasting cold water or hot water refills, or you can choose to have this behind the counter so you can keep control of refills yourself.



Promotional Materials Package.

Our system can make you money by increasing the trust that you earn with your customers. We give you a supply of promotional materials that you can use to promote your high-level commitment to purity and great taste. We provide you with high-visibility posters, brochures, a press release that you can give to your local newspaper and even T-shirts. We also include an employee training guide so that your employees know the importance of pure water and they know how to explain it to your customers.

Pure Water Flavor Guide



So how should a cup of tea really taste?

What are the factors that affect the healthfulness and flavor of tea and coffee?

Consider the following...

NATURE'S CYCLE: Rain water, as long as there isn't any air pollution, is extremely pure water. It's water that is naturally free of the chemicals, metals and other contaminants. This is how water is supposed to taste.



FRESH, STEAM-DISTILLED WATER: Only steam-distillation duplicates nature's hydrologic cycle to produce consistently clean, great tasting water. Steam-distilled water that's produced fresh every day and stored in a stainless steel container tastes tremendous and brings out the true taste of coffee & tea.

HUMAN IMPACT: Human's have made a dramatic impact on the quality of water in every part of the world today. Water has been contaminated with concentrated toxic metals from industries, bacteria from human and animal waste, disinfection chemicals, and most recently, synthetic petrochemicals such as pesticides, herbicides, solvents and fuel. Humans have drastically changed the taste of water and how healthy it is to consume.

WATER CONTAMINATION IS REAL AND UNDERREPORTED. *The simple fact is that all tap water is contaminated.* While many contaminants may not be deemed harmful, there are a number of harmful chemicals that have been found in tap water across the country, many of which have been linked to cancer or other long-term illnesses. This is why top doctors, nutritionists and scientists recommend steam-distilled water.

WATER CONTAMINATION DISTORTS FLAVORS: Contaminants distort flavors. It's impossible to extract the true

Pure Water Flavor Guide (continued)

taste of coffee or tea while contaminants in the water distort the flavor. Chlorine and sulfur odors are obvious culprits, but virtually all contaminants, including hardness minerals, distort the taste. The only way to bring out the best flavors and the true taste of your coffee and tea is to make it with fresh, steam-distilled water.

YOU MAY NOT NOTICE BAD TASTES. Although it sounds strange, you may not notice how bad your water tastes. This is for a couple reasons. First, you get used to the taste of your water, which is why you notice how bad water tastes in another city. The second reason is that people will often unconsciously overpower their drinks to hide the bad flavors in their water. Your customers will notice a distinct improvement in the flavors of drinks made with fresh, steam-distilled water.

WATER QUALITY CAN VARY DAY TO DAY. Water is fluid. It changes all the time. The contaminants in your water one day may not be in your water the next day. This could be due to seasonal fluctuations, such as heavy pesticide use in the spring, contamination by industries, drought, bacteria outbreaks, or changes in the amount of disinfection chemicals cities put in the water.

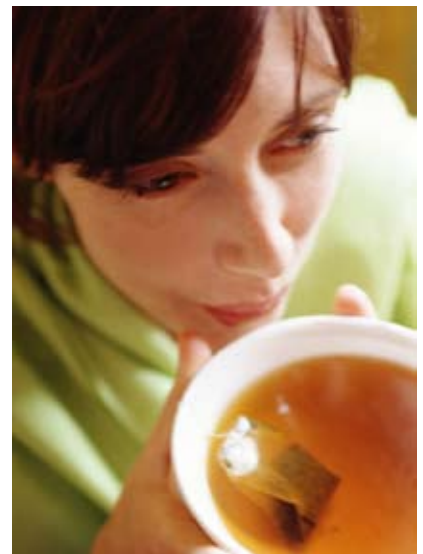
WATER QUALITY CAN VARY FROM LOCATION TO LOCATION. Each city has its own unique combination of contaminants, which is why water tastes different from town to town. *Our systems produce consistently pure, great-tasting water regardless of what contaminants are in your source water.*

YOU DON'T HAVE ANY CONTROL OVER YOUR MAIN INGREDIENT! Even if you use filters or reverse osmosis systems, the quality of water that they produce is directly affected by the quality of water that they start with. In order to produce a high-quality drink, you need absolute control over your main ingredient. Our systems give you that control.

PEOPLE WANT PURITY. *In addition to flavor, people want to know that they are drinking the purest water possible for health reasons.* People want purity and they are willing to pay for it! This can be seen in the incredible growth of both bottled water and organic foods, which has experienced a 23% annual increase for the past 5 years!

The steam-distilled bottled water that I buy in the stores tastes Ok, but it's not great. Why is this?

Steam-distilled bottled water may not taste the best because it's not fresh and it can absorb plastic taste from plastic bottles. Our systems produce excellent tasting water because it's produced fresh each day, and it's stored in a stainless steel container. Fresh, steam-distilled water is how water is suppose to taste.



People want to know that they are drinking the healthiest water possible.

Frequently Asked Questions

Bottled water can be up to two-years old! Even if it's just a couple weeks old, it can still absorb bad flavors from the plastic. The purer the water, the more likely it is to absorb bad smells and flavors from the plastic. Add to this the fact that most steam-distilled bottled water is packaged in low-quality plastic (such as milk-jug containers).

There is another factor that affects the taste. Without getting too technical, while the steam-distillation process is by far the best technology for purifying water, it's not perfect. Steam-distillation works by boiling water, removing and collecting the pure steam and cooling the pure steam back down into pure water. This process removes 99.999% of contaminants, but there are a small number of contaminants that have a lower boiling point than water, so they can pass over with the steam. These contaminants are called "volatile organics" and there is a possibility that they could have a bad smell or taste. For this reason, our systems do not just rely upon steam-distillation alone, but rather we incorporate a number of water treatment technologies that also remove the volatile organics.

Our formula for producing the freshest, best tasting water possible is simple...

- 1. Use the purest water available.** Our systems use a combination of technologies with the core process of steam-distillation.
- 2. Produce it fresh every day.** Bottled water can be two weeks or two years old. Our systems produce it fresh every day!
- 3. Store it in high-quality stainless-steel containers.** Water, especially pure water, can and will absorb bad smells and flavors from plastic bottles, but not from stainless steel.

I've heard that steam-distilled water tastes flat. Is there any truth to this?

Yes, there may be some truth to this if you are trying steam-distilled *bottled water*. Our steam-distilled water is produced fresh every day and is stored in a stainless steel container so it tastes fantastic. See the previous answer for a more details.

I've heard that you need the minerals in water so the flavor molecules in coffee will have something to bind to. Is this true?

The myth that you need minerals in the water to "bind" with flavor molecules is not true and in fact, science, our customer's experiences and common sense say that the exact opposite is true. Consider the following...

TEA MASTERS. While the tea industry is currently experiencing rapid growth in the US, tea has been the drink of choice for centuries in many other countries. Many tea masters in India and Japan understand the superiority of pure, steam-distilled water as the main ingredient for the best cup of tea possible.

Frequently Asked Questions (continued)

CUSTOMER FEEDBACK. For 40 years we have been producing steam-distillation appliances for homes and for businesses. The most common feedback we get from our customers is that coffee and tea, when made with fresh, steam-distilled water has a much better flavor. Coffee & tea shop owners who have our systems tell us that their customers absolutely love the taste! Our customers typically become extremely passionate about fresh, steam-distilled water.

THE SCIENCE. There is absolutely no science to back up the claim that flavor molecules “bind” with minerals in the water. The scientific truth is two-fold; first contaminants can and do distort the flavor of water (and all tap water is contaminated), and second, water that is free of contaminants is better at dissolving tea and coffee. This means that you actually get more flavor from coffee and tea when you use fresh, steam-distilled water.

COMMON SENSE. Supposing the myth is true that you need minerals in the water, what is the right mix of minerals? Water quality can vary greatly from location to location (even within the same city). Is a cup of tea suppose to taste the way it tastes when made with Seattle water? Chicago water? Or maybe it's suppose to taste like Columbia's water, or Mexico's. The quality, taste and smell of water can be dramatically different from place to place. Even towns that are located 10 miles apart can have huge differences in their water.

EXPERIENCE IT YOURSELF. While we will provide detailed evidence about steam-distilled water below, the best way to find out the truth is to experience the difference for yourself. We have many small appliances for the home that produce the same quality water as our larger commercial systems.

PEOPLE WANT PURITY. It's not just about taste. Consider this ridiculous question... if there was a poison that you could add to your coffee to make it taste better, would you do so? The fact is, that there are a number of harmful chemicals that have been found in tap water across the country, many of which have been linked to cancer and other long-term illnesses. People want purity, which is why we've seen a growth explosion in the bottled water and organic food market. Why would you serve organic tea but not use the purest water available?

Fresh, steam-distilled water tastes fantastic and it brings out the true flavor and aroma of tea and coffee. Your customers will love it!

REMINERALIZATION. For those people who still want to have minerals in the water, we can provide a remineralization option. This means that you can remove the bad toxins from the water, and then add a certain amount of minerals back into the fresh steam-distilled water. This will allow you to produce a consistent quality of water anywhere in the world.

Is it true that you don't need to use as much coffee & tea if you use fresh, steam-distilled water?

This is true for a couple reasons. You will find that when you use pure, steam-distilled water to make your

Frequently Asked Questions (continued)

drinks they will be richer in flavor. Many people find that they have to use slightly less tea and coffee. The first and most significant reason is that you don't have to cover up the bad tastes that are in regular tap water. Second, as stated above, pure water is better at dissolving coffee and tea.

We have a chain of coffee shops. Will this offer us a way to provide consistent tasting drinks?

Absolutely. Our systems produce consistently pure water year after year and from location to location. It doesn't matter whether you use our systems on city water, well water, surface water or river water. The quality and taste of the water that our systems produce does not depend upon the quality of water that you start with.

Simple filter systems (including reverse osmosis systems) are not able to offer consistency over time nor from location to location. The quality of water that filtration systems produce is completely variable based upon the quality of water that you start with. And the fact is that water quality varies from day to day and from location to location.

So how can my business offer the best tasting & healthiest cup of coffee & tea possible?

Pure Water™ is the leading provider of premium steam-distillation appliances for high-end coffee & tea houses. We provide complete turn-key systems that can easily be integrated into your existing store. Our systems are heavy-duty appliances that are constructed with stainless steel and designed to last many years. We have a full range of systems available and can help you in most countries around the world.

It's not just about providing the best cup of coffee and tea though. It's also about leveraging this significant point-of-distinction to generate a free publicity for your business. As a customer, you will also receive a comprehensive promotional kit that will allow you to maximize the publicity that you generate at the lowest possible price.



**Call us today at
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or visit us at
www.MyPureWater.com**