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FIJI WATER TAKES FITNESS TO THE NEXT LEVEL WITH NEW SPORTS CAP BOTTLE

LOS ANGELES (April 9, 2018) – FIJI® Water, America’s No. 1 premium imported bottled water brand, recently unveiled its new FIJI Water Sports Cap bottle featuring a slim and sleek design. The new bottle will begin hitting retail shelves soon and will be distributed nationwide just in time for summer. The Sports Cap is perfect for active, on-the-move hydration featuring a convenient and new flip-top cap, it’s the best choice for fueling even the toughest workout.

The FIJI Water Sports Cap bottle evolved out of the success of the 700mL bottle, which sold more than two million cases last year and increased year-over-year shipments among retail, on-premise and home delivery by over 50 percent. While this innovation still appeals to FIJI Water’s premium audience, the new feature adds a whole new target of fitness enthusiasts.

The new bottle will be available on [FIJI Water’s home delivery website](#) and will roll out to retailers nationwide just in time for summer. It will also be supported by an integrated summer marketing campaign including a new TV commercial, print and digital advertising, social media, influencer marketing, in-store promotion and POS, public relations and event marketing efforts.

“Whether people are running, cycling or lifting, they need to hydrate, and the FIJI Water Sports Cap bottle is the perfect companion,” said Clarence Chia, vice president of marketing, FIJI Water. “The winning combination of our new bottle launch and our strategic fitness partnerships will help boost FIJI Water to be the premium bottled water of choice for fitness aficionados coast-to-coast.”

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FIJI Water is bottled at the source in Fiji at an ancient artesian aquifer deep within the earth, where it is protected from external impurities. As tropical rain slowly filters through volcanic rock, it gathers the electrolytes and minerals that give FIJI Water its signature soft, smooth taste. In fact, FIJI Water has significantly more naturally occurring electrolytes than other brands. It's untouched by man—until you *flip* open the cap.

For more information, including home delivery, and for the latest updates on FIJI Water, please visit fijiwater.com or [Instagram.com/fijiwater](https://www.instagram.com/fijiwater).

FIJI Water

FIJI® Water, natural artesian water bottled at the source in Viti Levu (Fiji islands), is the No. 1 premium bottled water in the United States. FIJI Water, known for its iconic square bottle, soft mouth feel and unique mineral profile, is the water of choice among discerning consumers and top chefs. FIJI Water is available in a variety of sizes including 330mL, 500mL, 700mL, 1L and 1.5L. Widely available at fine restaurants and hotels, all major retail channels and through a convenient home/business delivery service, FIJI Water has expanded globally to more than 70 countries. To discover Earth's Finest Water, please visit www.fijiwater.com, like us on [Facebook](https://www.facebook.com/fijiwater), or follow us on [Instagram](https://www.instagram.com/fijiwater) and [Twitter](https://twitter.com/fijiwater).

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