

# KARLSPRING MINERAL WATER CORP.

## 1. Executive Summary

### **The Product:**

Karlspring Naturally Carbonated Mineral Water is the only mineral water in all of North America that meets or exceeds the standard of traditional European natural mineral water quality, which was originally established with a minimum of 1000 mg of total dissolved minerals per liter.

### **The Source:**

The source of Karlspring mineral water is an aquifer buried under more than 100 meters of bedrock. The location is in the Cariboo Mountains of Central British Columbia, Canada. It is a pristine wilderness setting at a high enough elevation to be completely secure from any human or industrial encroachment. The surrounding lands are owned by the crown (Province of British Columbia) and are not available for settlement and/or development. The area is served by highway and rail road connected to the major centers of Canada and the United States. A small airport provides service to private aircraft up to corporate jets.

### **The Market:**

The North American market is dominated by spring water and processed tap water. Such products as Perrier, San Pellegrino and other imports serve the high-end water sales from Europe. Karlspring Mineral Water can easily eclipse all these domestic waters, including the mineral water imports, and dominate the high end of the North American market.

### **Volume:**

The existing test well currently produces 40,000 liters per day. However, by changing the pump specification the volume can be increased to 80,000 liters per day or more. Flow tests on the source well suggest the installation of wells with larger diameters will produce the volume of mineral water to match the output of the glass plant.

### **Sales Potential:**

We estimate that with the construction of "Phase I" the total production and sales will be conducted on a level of \$ 280 million per year. All additional phases will add to the success.

Next: [2. Mineral Water in North America](#) or [Karlspring web site](#)