

PREMIUM BY NATURE™



AWARDS



AS SEEN IN



OUR MISSION

Waiakea was founded in 2012 as the first Super-Premium, Triple Bottom Line Hawaiian Volcanic Water, adapting an unparalleled platform of healthy, sustainable, and ethical attributes and initiatives.

Our mission is to provide healthy Hawaiian Volcanic Water with the blessing of indigenous kapuna and konohiki, while contributing to and promoting clean water access, conservation, and education for those in need in Hawai'i and throughout the world.

OUR PURPOSE

To create a transformation within the bottled water, beverage, and greater CPG industry, moving away from singular profit and towards a triple bottom line model that emphasizes people and planet.

ABOUT WAI'ALEA

- INC 500 #414 FASTEST GROWING COMPANIES IN AMERICA
- FIRST HAWAIIAN VOLCANIC WATER
- MOST AWARDED BEVERAGE IN U.S.
- UNIQUE HEALTHY, SUSTAINABLE, ETHICAL PLATFORM



WHY WAIĀKEA?

- 65% of global consumers actively seek naturally healthy food and beverage products
- 91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality
- 50% of global consumers will pay a premium for products with social and environmental benefits.



ONLY Premium Water to address these preferences

OUR SOLUTION

Waiakea originates as both snowmelt and rain on the pristine peak of the active Mauna Loa volcano on the Big Island of Hawaii

✓ WAIAKEA IS HEALTHY

- Filtrated by 14,000 feet of porous volcanic rock
- Naturally enhanced with minerals and electrolyte rich
- Naturally alkaline pH – no artificial processes

✓ WAIAKEA IS SUSTAINABLE

- 435 million gal/day source recharge rate
- 1st 100% RPET bottle (95% less energy, water, footprint)
- Certified CarbonNeutral for these and other eco-initiatives

✓ WAIAKEA IS ETHICAL

- Supports local Hawai'i non-profits in education and conservation
- Waiakea donates a week's supply of clean water to people in need in Malawi and Zimbabwe for every liter purchased.





WAIĀKEA

GIVES BACK

LOCALLY

Waiākea prides itself on its award-winning platform of social initiatives, the most significant of any major premium water and beverage in Hawai'i and the entire U.S. Almost three percent of Waiākea's revenue goes toward local community programs and non-profits, such as The Kama'aha Initiative, Nā Kama Kai, and Keiki Steps, fostering education and environmental stewardship both locally in Hilo and throughout the state of Hawai'i.



The Kama'aha Education Initiative is committed to advancing academic success for Native Hawaiians by piloting, implementing and supporting science, technology, engineering, arts and math programs and systems that are grounded in past and present Native Hawaiian knowledge.

Located in Keaukaha on the island of Hawai'i it is uniquely positioned to provide services that meet the educational needs of Native Hawaiians. When its mission is achieved, Native Hawaiian communities will be thriving and empowered, possessing the skills necessary to advance their educational, financial, social and political interests for their sustained success and active participation in the global community.

Kama'aha's primary educational partner is Ka 'Umeke Kā'eo charter school located in Keaukaha on the island of Hawai'i.



Nā Kama Kai Ocean Safety & Conservation Awareness Clinics service the community statewide through touching the lives of our youth in numerous capacities. Their statewide ocean clinics nurture a deep sense of love for the ocean among youth. The experience ingrains in each of the participants an understanding of their kuleana to water safety and environmental awareness. Their clinics offer group and one-on-one interactions with professional surfers, watermen and waterwomen, lifeguards, firefighters, marine scientists, Hawaiian cultural practitioners, and ocean rescue instructors.

Nā Kama Kai understands the immense value of the ocean environment, its vast resources, and its relationship to the land. As stewards of the kai (sea) and 'āina (land), keiki (youth/children) from all ethnic origins and economic backgrounds will learn to embrace their kuleana (responsibility) as caretakers of marine ecosystems that must be nurtured for future generations.



Keiki Steps is a free program focused on parent-child interactive learning experiences from birth through five years of age. Adult participation is required. They are located in communities with high concentrations of Native Hawaiians and economic distress but are open to all families and children within those communities, regardless of ethnicity.

Since 2005, more than 5,000 children have participated in Keiki Steps. During the 2015-16 school year, they served 679 keiki and 537 families, and 91 percent of students met the majority of the the Hawai'i State School Readiness Assessment (HSSRA) benchmarks for school readiness.

Keiki Steps has seen an average gain of eighteen percentage points on the PPVT in ten short months!

Pump Aid

CERTIFICATE OF PUMP PROJECT SPONSORSHIP

WAIAKEA WOULD LIKE TO AWARD WITH THE **Gold** Certificate of Pump Sponsorship

YOUR PURCHASE WILL DONATE 231,223,200 LITERS OF CLEAN WATER TO THOSE IN DIRE NEED.

HELPING FUND PROJECTS LIKE:

- Identifying suitable pump sites
- Digging wells with local aid
- Assembling Pump interior mechanisms
- Teaching local volunteers building techniques

IN PLACES LIKE:

LIBERIA MALAWI TANZANIA

FOR YOUR GENEROUS SUPPORT OF PUMP PROJECTS THAT WILL HELP PROVIDE SAFE, PROTECTED WATER AND VITAL SERVICES TO CHINKHOMA IN MALAWI AND OTHER VILLAGES IN THE KASUNGU DISTRICT, WE THANK YOU.

Caren Vaughan
Pump Aid

CERTIFICATE OF PUMP PROJECT SPONSORSHIP

WAIAKEA WOULD LIKE TO AWARD WITH THE **Silver** Certificate of Pump Sponsorship

YOUR PURCHASE WILL DONATE 231,223,200 LITERS OF CLEAN WATER TO THOSE IN DIRE NEED.

HELPING FUND PROJECTS LIKE:

- Identifying suitable pump sites
- Digging wells with local aid
- Assembling Pump interior mechanisms
- Teaching local volunteers building techniques

IN PLACES LIKE:

LIBERIA MALAWI TANZANIA

FOR YOUR GENEROUS SUPPORT OF PUMP PROJECTS THAT WILL HELP PROVIDE SAFE, PROTECTED WATER AND VITAL SERVICES TO CHINKHOMA IN MALAWI AND OTHER VILLAGES IN THE KASUNGU DISTRICT, WE THANK YOU.

Caren Vaughan
Pump Aid

CERTIFICATE OF PUMP PROJECT SPONSORSHIP

WAIAKEA WOULD LIKE TO AWARD WITH THE **Bronze** Certificate of Pump Sponsorship

YOUR PURCHASE WILL DONATE 231,223,200 LITERS OF CLEAN WATER TO THOSE IN DIRE NEED.

HELPING FUND PROJECTS LIKE:

- Identifying suitable pump sites
- Digging wells with local aid
- Assembling Pump interior mechanisms
- Teaching local volunteers building techniques

IN PLACES LIKE:

LIBERIA MALAWI TANZANIA

FOR YOUR GENEROUS SUPPORT OF PUMP PROJECTS THAT WILL HELP PROVIDE SAFE, PROTECTED WATER AND VITAL SERVICES TO CHINKHOMA IN MALAWI AND OTHER VILLAGES IN THE KASUNGU DISTRICT, WE THANK YOU.

Caren Vaughan
Pump Aid



World Beverage Innovation Award

1. FINALIST- CORPORATE SOCIAL RESPONSIBILITY INITIATIVE
2. FINALIST- PACKAGED WATER

The World Beverage Innovation Awards are designed to celebrate excellence and innovation across every category of the global beverage industry. The awards receive thousands of entries from over 30 countries and are designated by a panel of 10 beverage pioneers and experts.



Best in Biz

- GOLD- MOST SOCIALLY OR ENVIRONMENTALLY RESPONSIBLE COMPANY IN NORTH AMERICA

Last year's judging panel included 53 judges from such well-recognized publications as Adweek, American Banker, Boston.com, Computerworld, Consumer Affairs, Beverage Industry, Entrepreneur, Inc. Magazine, Wired MediaPost, Miami Herald, New York Observer, PC Magazine, San Jose Mercury News and more.



Inc. 500
#414 IN INC. 5000

Waiakea is ranked 414 amongst the 2017 Inc. 5000 List's fastest growing companies in America. This ranking puts Waiakea in the even more exclusive Inc. 500 list. Annually, Inc. Magazine ranks the nation's leading companies according to their percentage revenue growth over a three-year span.



Good Morning America

MOST INNOVATIVE FOOD PRODUCT OUT THERE

Most Innovative Food Product Out There as chosen by the Good Morning America staff in 2015!



BevStar Awards

1. BEST IN SHOW
2. GOLD- WATER CATEGORY

Judged on criteria including ingredients, packaging, market positioning, and uniqueness, the BevStar awards are meant to recognize innovation in over 100 brands across all categories. Beverage World Magazine is the foremost respected media outlet and publication of the beverage industry.



Specialty Foods

2018 LEADERSHIP AWARD - CITIZENSHIP

The 2017 Specialty Food Association's sixth annual Leadership Awards honor food industry frontrunners who go above and beyond by creating positive social, economic, and/or environmental impact through their innovation and vision. Waiakea CEO, Ryan Emmons, was granted the Citizenship award for "improving the lives of people and communities by advancing environmental and social sustainability knowledge and practice".



Gayot.com

TOP 10 BOTTLED WATERS SELECTION- #3

GAYOT.com is an internationally renowned and professional "Guide to The Good Life" including reviews on restaurants, hotels, travel, lifestyle, beverages, spas, and more



Berkley Springs

1. FINALIST- PACKAGING DESIGN
2. FINALIST- TASTE

The award-winning annual Berkeley Springs International Water Tasting has been welcoming more than one hundred waters from across the country and around the globe for 26 years. Held in the historic spa town of Berkeley Springs, West Virginia, it is the largest water tasting competition in the world.



DuJour

MOST ELITE BOTTLED WATER ON THE MARKET

DuJour is a print and digital luxury lifestyle publishing brand that focuses on art, fashion, design, entertainment, travel and products for today's luxury consumer.



Hermes

1. CORPORATE SOCIAL RESPONSIBILITY - GOLD
2. PACKAGING/DESIGN HONORABLE MENTION

The 2017 Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional materials, marketing and communication programs, and emerging technologies. The awards honor the messengers and creators of traditional and emerging media.



FABI Awards

NATIONAL RESTAURANT ASSOCIATION FOOD AND BEVERAGE INNOVATION AWARD

An independent panel of experts, representing a variety of both commercial and non-commercial industry segments, selected this year's 26 FABI Award recipients based on their exciting benefits to restaurant operators as well as the end consumer.

AWARDS DESCRIPTIONS

THE VOLCANIC FILTRATION PROCESS



WHAT MAKES IT BETTER?

This unique environment and process gives Waiākea an award winning taste profile. With a naturally alkaline pH, Waiākea lacks any sour or acidic taste that lower pH waters offer. Very young waters like Waiākea also don't have much time to absorb as many contaminants, and thus it has a light, crisp, and clean palette.

1

Waiākea originates through snowmelt and rain on the pristine snowcapped peak of the Mauna Loa volcano on the Big Island of Hawai'i

2

Waiākea is then filtered through thousands of feet of porous lava rock, enriching it with life enhancing trace minerals and an alkaline pH

3

Waiākea constantly flows through an ancient underground aquifer before arriving at our source, located in a secluded area surrounded by rich and bio-diverse forest preserves.

4

Our water is sustainably drawn from the aquifer as delicious Waiākea Hawaiian Volcanic Water!

DRINK HEALTHY

Whether you're an avid surfer, Olympian or Yoga Mom, Waiākea® will keep you optimally hydrated and performing at your best. Waiākea is naturally filtered through thousands of feet of porous volcanic rock that give it a variety of health benefits.

NATURALLY ENHANCED WITH MINERALS & ELECTROLYTES

Mg

Magnesium

Regulates transmission of nerve impulses, body temperature, detoxification, and energy production

Na

Sodium

Is an essential factor in hydration, helps send nerve impulses, and is needed for all muscle contractions

SiO₂

Silica

Provides healthier skin, hair, and nails, while significantly reducing the chance of developing Alzheimer's

K

Potassium

Helps the brain, nerves and muscles function correctly and breaks down amino acids and carbohydrates

Ca

Calcium

Strengthens bone structure and cell membranes

NATURALLY ALKALINE PH

Waiākea is one of the most Alkaline natural waters in the world



Detoxifies

Naturally alkaline water helps to regulate the body's natural pH and remove toxins from the body.



No Artificial Processes

Most alkaline waters on the market use ionization processes, electrolysis or added baking soda to artificially create alkaline water from municipal sources.

pH

No Decreased pH

Waiākea boasts natural alkalinity and a unique mineral composition that creates a lasting pH that does not decrease over time.

OTHER HEALTH BENEFITS:

- Increases intracellular hydration and bone density
- Improves acid base to bolster the immune system
- Reduces discomfort from acid reflux by neutralizing stomach acid
- Prevents free-radical damage



DRINK SUSTAINABLY

Protecting the environment has always been a foundation of Hawaiian culture. Waiākea® takes this responsibility seriously and strives to honor the practice of malama i ka'āina – “to respect and care for the land.”

Waiākea is one of the first premium bottled waters and beverages in the world to be certified CarbonNeutral®, and is an industry leader in sustainability through its many eco-initiatives...

INNOVATIVE 100% rPET PACKAGING

Waiākea prides itself on using high-grade, BPA Free, 100% RPET, or recycled polyethylene terephthalate, for all of its bottles. RPET is post-consumer recycled plastic and has incredible environmental advantages.

In comparison to regular or virgin plastic bottles, 100% RPET bottles:

- use 85% less energy to manufacture
- use 90% less water
- reduce carbon emissions over 90%

SUSTAINABLE SOURCING

As part of the Northeast Mauna Loa Aquifer Area, Waiākea's source taps into both the Hilo and Kea'au Aquifers, regarded as two of the most sustainable fresh water resources in the world. Total, these aquifers combine for a recharge rate of 1.69 billion gallons per day.

On top of this, Waiākea uses 33% renewable energy, 25% of which is geothermal, for all of its sourcing operations

REGIONAL REFORESTATION

Waiākea participates in a variety of regional reforestation and carbon offset projects through partnerships with The Carbon-Neutral Company® and Ecometrica®.

All of these initiatives led Waiākea to be the first domestic premium bottled water to be certified Carbon Neutral®.

Waiākea, Bottled with Mother Earth in Mind®



DRINK ETHICALLY

In 2014, 650 million people lacked access to clean water. That is more than 2 times the population of the United States alone. It is because of this that every 20 seconds, a child dies from a water-related illness. Waiākea® was founded to create positive change for not only the environment, but also for people in need throughout the world.

More than 1.35 million people now have access to safe water and basic sanitation in some of the most vulnerable areas of Africa as a direct result of Pump Aid's work. In Malawi they have established more than 4,230 pumps throughout the country, serving over 487,000+ people per day. In 2012, we reached an additional 20,000 people. Waiākea is also excited to help them begin work in Zimbabwe, where they've already installed 5,000 pumps, to expand services and empower communities.

For every liter of Waiakea you buy, Waiakea donates 1 week's supply of clean water to someone in need through Pump Aid.



1L = 1 week of
clean water



NOT JUST WATER, IMPACT!

The impact Pump Aid has made with the help of Waiākea is measurable: More children in school, fewer people with preventable water-borne illnesses and malnutrition, more time for women to devote to other needs. We are proud that our product can change and save lives. Our goal is to expand throughout sub-Saharan Africa over the next few years.