

Karlspring Mineral Water Corp.

5. The Source and Mineral Water Quality

The Source

The wellhead property, originally an old homestead, consists of 35 deeded acres, protected from any industrial, human or agricultural pollution by high elevation and is surrounded by hundreds of square miles of natural forest-covered hills and pristine lakes. The surrounding land is owned by the Province of British Columbia and is not available for any form of development.

Water Quality

Karlspring Mineral Water is nearly identical in its characteristics to those of the classic European mineral waters, especially Vichy, Apollinaris, Gerolsteiner, Überkinger and some other more distinguished products, categorized as *Health Waters*, e.g. Fachingen, Adelheidquelle etc.

Appendix 2 Mineral Water Analysis + Product Information Sheet

Analysis to be provided on request, along with a professionally-conducted evaluation.

Karlspring Mineral Water features the following characteristics that match or exceed those of comparable products such as Vichy and Apollinaris and all the aforementioned brands:

- High mineral content of valuable minerals
- carbonation at the source (the ancient volcanic rock formations)
- well-protected beneath 100 meters of bedrock
- the source is renewable and perpetual
- tremendous health benefits based on European criteria and standards
- this mineral water is capable of creating strong consumer loyalty
- natural mineral water cannot be produced artificially or copied; each one is an exclusive venture; each one has its own distinguishable taste
- The well site has a major competitive advantage in the long term as it exists in the center of pristine wilderness with ~~no~~ little danger of pollution

Analysis + Quality

Karlspring Mineral Water is absolutely natural. It is the only bottled natural mineral

water in North America that, according to Canadian and European standards, qualifies for both categories of “Natural Mineral Water” and “Naturally Carbonated Mineral Water”.

For export to Europe it qualifies also as a *Health Water* (Heilwasser).

The usual retail water products from North America are sometimes classified as mineral water, but are actually spring water, table water, or surface glacier water, identified by low or no mineral content, and unable to meet the standard of “Natural Mineral Water”.

The current Canadian analysis shows that Karlspring Mineral Water contains 2660 ppm (parts per million) = mg/l of valuable dissolved minerals, after the evaporation lab test procedure.

The real total is 4500 ppm+ before the evaporation process is accomplished and the residue measurement taken. This formula is specified and certified by the world-leading *Fresenius Institute* in Germany; and confirmed by common and scientific knowledge.

After all, it is more important to show to the public on the label, what the consumer takes in when the beverage is consumed than a theoretical amount of minerals that has partly disappeared (at a level of ~ 40%) by an irrelevant testing procedure.

While the mineral levels from the source are confirmed as being consistent over the last 25+ years, the counting method of the Canadian Lab has been converted to the international standard – but still without consideration for an adjustment regarding the pre-existence of the evaporated mineral quantities.

Mineral Water is distinguished from other types of bottled water by its constant level and relative proportions of minerals and trace elements at the point of emergence from its source. Karlspring Mineral Water is absolutely consistent in this matter.

Purity

Karlspring Mineral Water is 100 percent pure. There is not the slightest trace of contaminants, natural or man-made. Nothing has to be added or removed, other than the usual deferrizing (iron removal) similar to Appollinaris and other high quality mineral waters.

Some North American producers claim that the lack of minerals in their products attests to the purity of the water. This is misleading. The presence of beneficial dissolved minerals, which the human body requires on a daily basis for good health,

never has and never will contribute to any measure of purity.

Karlspring Mineral Water has zero bacteria of any kind. Once again, it is the storage vault deep in the bedrock with its natural carbonation that protects the water from any bacterial pollution. This means that, unlike many other commercially available waters, Karlspring Mineral Water does not require ozone treatment or any comparable process to kill bacteria or even e-coli, thus eliminating the process of attempting to remove the dead bacteria.

Packaging

Although Karlspring has been dormant for several years it was distributed in glass bottles to preserve the quality and purity of the mineral water. Glass also contributes to the unlimited shelf life and contains and maintains the carbonation as well as the unsurpassable taste.

We believe that glass fundamentally maintains the quality of the mineral water, especially in the carbonated state. This will exclude the product from the current widespread concerns about plastic bottles in connection with environmental waste and health concerns around carcinogenic issues.

The higher priced imported carbonated mineral waters from Europe (France, Italy and Germany) would not sell in North America at their established price levels, if it wasn't for the design, image and positive impression of the glass bottle as the packaging of choice.

Freight advantages with the lighter plastic bottles are insignificant and are more than offset by the product-quality assurance of glass and the much higher wholesale and retail sale price.

Glass Manufacturing Plant

One final direction of the project planning and future development deals seriously with a glass manufacturing plant – strictly under our own jurisdiction.

All the related planning stages like drawings, descriptions, financial budget planning, staffing requirements and their numbers and calculated cost, logistics, glass recipes, energy consumption and cost, clean environment and clean air preserving and protection measurements are available to serious and qualified companies.

Shelf-life

Karlspring Mineral Water has an unlimited shelf life due to its purity and the natural

bedrock protection underneath, around and above the source, combined with its natural carbonation. In fact, all the bottles on hand have without exception retained their initial quality and taste and carbonation after being bottled for 20+ years!

Taste and Carbonation

At its original source in the bedrock, Karlspring Mineral Water is under more than 12 atmospheres of hydrostatic pressure. At this level of pressure the carbonation is held in a liquid stage and cannot emerge. On the way up the well, into the tanks and in the deferrizing (iron removal) process, the carbonation is released with other gases and is re-injected at the point of bottling.

A Mineral Water like Karlspring, with its natural composition and total amount of natural minerals, needs the carbonation to balance its full-bodied taste. An experience in itself!

By comparison, good tasting spring water loses its sweet taste when carbonation is added for the purpose of imitating the natural sparkle and without considering the creation of sour taste by adding the carbonation artificially.

Karlspring Mineral Water combines, in a unique manner, at its source deep in the bedrock, natural carbonation, and an astonishingly high mineral count of beneficial dissolved minerals. The result is a beverage of choice, appreciated by connoisseurs, creating a very strong consumer loyalty.

Serving Karlspring Mineral Water

At or slightly below room temperature, Karlspring releases the full taste of all its minerals; chilled, it offers all the freshness a natural product can give; and it is an excellent mixer for a wide variety of alcoholic and non-alcoholic drinks.

Former customers, using Karlspring Mineral Water, have experimented by mixing the mineral water with juice or juice concentrates and found it to be an excellent drink of choice because it requires much less sugar to develop an unsurpassed taste.

As North American tastes appear to have a strong demand for juice beverages, this is an opportunity we explored with favourable results, but were unable to take to market for financial funding reasons.

Health Benefits

In conformity with American and Canadian legal requirements, no direct health claims can be made on behalf of any beverage or water, including mineral water.

However, personal testimony does indicate “**Active Beneficial Qualities**” and experienced health benefits from this Mineral Water. As well, in Europe, tests indicate the product can be classified as *Health Water* “Heilwasser”. This, we believe, could be a strong advantage in the European markets, coupled with the perception of Canada as the origin of many pure natural resources. It is possible to ship Mineral Water and *Health Water* profitably from Canada to Germany without excessive wasted packaging. *R* = special packaging

The fact that Karlspring Mineral Water compares favourably with the highest category of the unique naturally-carbonated mineral waters of Europe, like Vichy, Fachingen, Apollinaris and Gerolsteiner, may require more discussion to address any further questions about the composition and benefits of all the minerals involved. The interpretation of both the European and Canadian analysis clearly demonstrates positive favourable results.

Next: [6. Source Evaluation and Quality Certification](#) or [Karlspring Web Site](#)