



Assuring Consumers and Buyers

*Eve Painter
Amelia Springs Water*

When we started out in 1989, Amelia Springs Mineral Water certainly was the new kid on the shelf. With an upscale product, double the price of any other bottled water, we really had to prove ourselves. Well with the Virginia's Finest designation we've proved ourselves in a big way.

It's phenomenal what's happened to us in the short time we've been in business. We're in approximately 900 stores including major chains, Ukrop's, Farm Fresh, Kroger, Richfood, health stores and military commissaries. One of the world's largest cosmetics companies has tested our water in its laboratories and because of its purity, Amelia Springs Water is now being used in the company's cosmetics formulas. I'm certain our Virginia's Finest designation played a very important role in the company's decision to use our water in its cosmetics.

When we first started using the trademark, we used the labels supplied by the Virginia Department of Agriculture. Once we saw how much the trademark helped us market our product, we had our black and white label changed to include the trademark permanently. In addition to our black and white label, we still hand-apply the red, white and blue label to each container. It takes time and effort, but we think it's worth it.

I credit our success first of all, to the quality of our water and secondly to the Virginia's Finest trademark for encouraging people and buyers to try Amelia Springs Water. Of course, once you have tried it, you are hooked. After all, it's Virginia's Finest!

