Beat: Lifestyle

BONNEVAL NATURAL MINERAL WATER From SAVOIE Launches Its FIRST 33CL GLASS BOTTLE

FOR HOTEL, CATERING & MIXOLOGY INDUSTRY

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USPA NEWS - A Millennial Water: A journey of more than 2000 Years in the Heart of the French Alps, up to 2500 meters deep and at a Temperature between 50 and 80°C, preserved from All Human Pollution. Without drilling: "Bonneval Mineral Water" is Artesian and Springs Freely from the Surface of the Earth, without any Human Intervention. A Unique Taste and Composition: Its Millennial Crossing gives a Richness in Minerals, in particular in Calcium...

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- Savoie Mineral Water

It is in a Village located in Savoy, a Place called "Bonneval Les Bains", in the Town of Bourg Saint Maurice, in the Heart of the Haute Tarentaise Valley, that Bonneval Water emerges. Since 2021, Bonneval has been offering Mineral Water from an Artesian Spring, directly collected from the Surface of the Earth, with the Greatest Respect for Nature.

- Bonneval, a Company with a Mission

At Bonneval, they believe in a World of Respect and Care. As such, they have decided to become a Company with a Mission in 2021. For this they are committed to:

* 1- Promote Reconnection with Nature.
* 2- Protect a Unique Ecosystem.
* 3- Make Known and Share the Resource with the Inhabitants of the Territory.
* 4-Contribute to the Carbon Neutrality of the Planet.
* 5- Putting the Circular Economy at the Heart of Bonneval's Activity.

Their Corporate Social Responsibility is therefore an Integral Part of our Value Proposition and is also reflected in the Implementation of a Strict Internal Roadmap. Their "Raison d'Être" Today is to "serve a Unique Water to encourage Attention to the Essentials and provide Well-Being".

- Design

This New Bottle was designed by Designer Alban le Henry, a Graduate of ENSCI (National School of Industrial Creation). He started alongside the Bouroullec brothers, who played the Role of Mentors. In 2007, he opened his Own Design Studio in Paris, where he experimented with his Art on a Wide Variety of Mediums. Having already collaborated with Bonneval, he is renewing this Partnership Today on the Occasion of the Creation of the Bonneval Glass Bottle.

- Branding

The Brand chose Lonsdale, a Leading Branding and Design Agency since 1961, for this Launch. Londsale is known for supporting Brands in defining their Uniqueness and working with them to create Consistent and Efficient Omnichannel Experiences. Independent Agency of 250 Talents, Lonsdale accompanies more than 200 Brands from All Sectors - Major International and National Groups. Lonsdale counts among its Customers L'Oréal, Heineken, Nestlé...

- A Savoyard Heritage

Bonneval contributes to the Influence of Savoyard Heritage. An Actor in Local Life in the Village of Séez, where the Factory is located, the Brand is committed to respecting its Source and producing in Harmony with the Environment.

- Why create a 33cl Glass Bottle?

Glass brings many Benefits to Hoteliers, Restaurateurs and Mixologists: Waste Glass does not require Storage, the Space dedicated in Establishments to Empty Bottles is thus reduced by more than 80%. Glass is a Noble Material that responds to the Positioning of Establishments that distribute Bonneval. It is 100% Recyclable.

- A Collaboration with Experimental Group for the Launch of the Bonneval 33cl Bottle

Experimental Group was founded by Olivier Bon, Pierre-Charles Cros and Romée De Goriainoff, Three Childhood Friends with a Taste for Innovation. Passionate about the Cocktail Culture that was developing in New York and London, and convinced that Paris could rediscover its Rich Mixological History, they opened the "Experimental Cocktail Club" in 2007 in a Small Street in the Montorgueil District, which has become the "Spearhead" of the Cocktail Wave in the Capital.

Xavier Padovani joined them in 2010, reinforcing the Group's Common Vision: to offer a Contemporary Hospitality Experience to a Demanding Clientele all over the World. Privileging Independent Producers and Seasonal Products in the Field of Catering, Spirits or Wine, it is the Spirit of Discovery that prevails!

* Virgin Rhubarb Ginger Fizz
Rhubarb, Ginger, Lemon and Bonneval Sparkling Water

* Whisky Fizz Bellevoye/Bonneval
Whisky Highball, Bellevoye Bleu and Bonneval Sparkling Water

Source: Bonneval & Experimental Group @ Hôtel Des Grands Boulevards
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