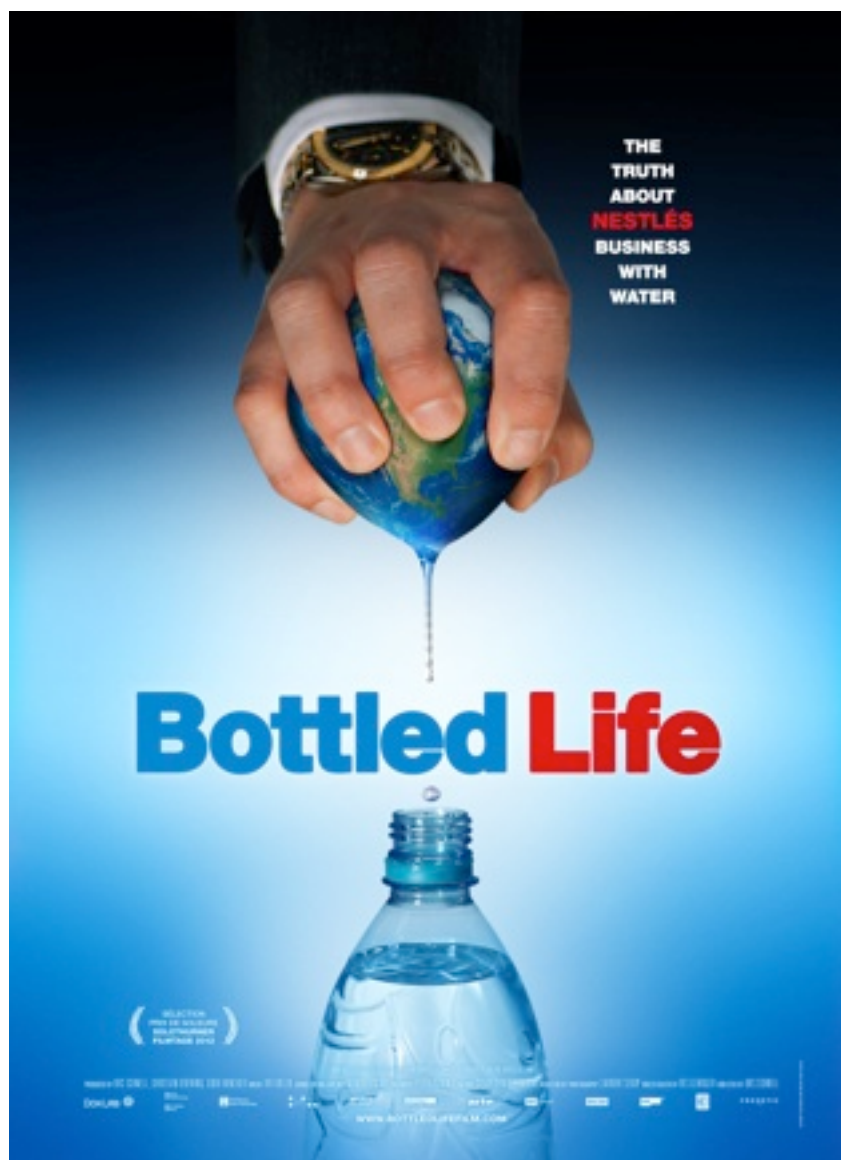


BOTTLED LIFE

a documentary-film by
Urs Schnell



duration: 90 min.

Launch in Swiss cinemas: 26. January 2012

Download press materials:

www.bottledlifefilm.com/index.php/downloads-for-media.html

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*A new documentary film takes food giant Nestlé to task for its water
bottling practices.*

Tagesanzeiger - translated by worldcrunch, 17.1.2012

This film is a wake up call.

DRS 3, 23.1.2012

A captive film

La Liberté, 22.1.2012

PR-desaster of a multinational (...) not a one-sided film

SDA, 24.1.2012

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Synopsis

Do you know how to turn ordinary water into a billion-dollar business? In Switzerland there's a company which has developed the art to perfection - Nestlé. This company dominates the global business in bottled water.

Swiss journalist Res Gehringer has investigated this money-making phenomena. Nestlé refused to cooperate, on the pretext that it was "the wrong film at the wrong time". So Gehringer went on a journey of exploration, researching the story in the USA, Nigeria and Pakistan. His journey into the world of bottled water reveals the schemes and strategies of the most powerful food and beverage company on our planet.

The Film

While the world's population continues to grow at an alarming rate, water is becoming an increasingly scarce commodity. The Swiss film "Bottled Life" documents the booming business with bottled water, by focusing on the global leader in this lucrative multi-billion dollar market – namely, the Nestlé corporation in Switzerland. Nestlé currently controls more than 70 of the world's bottled water brands, among them Perrier, San Pellegrino and Vittel.

Nestlé's annual sales of bottled water alone total some CHF 10 billion. And yet the company prefers not to discuss its water business – as Swiss journalist Res Gehrig discovered when researching this documentary film. The Nestlé management refused to give any interviews or assistance or to provide information. But Gehrig persisted, and discovered just how controversial and conflict-laden the company's international operations are.

Water war in the USA

To be able to sell and make money from water, you first have to own it. In the case of Nestlé this applies to many parts of the United States, by far the biggest market for its booming bottled water business. Whoever owns land or has acquired leasing



rights is permitted to pump as much water as he likes. In the rural state of Maine, Nestlé has purchased many such water rights and resources. Every year the company pumps out millions of cubic metres of water, for transportation in road tankers to huge bottling factories. In the small towns of Fryeburg, Newfield and Shapleigh, journalist Res Gehrig witnessed how Nestlé tries to stifle and suppress local opposition to its operations with an army of powerful PR consultants, lawyers and lobbyists.

Nestlé's expansion strategy

"Bottled Life" focuses a critical spotlight on Nestlé's global expansion strategy in the business of bottled water. In the United States and Europe, the company sells mainly spring water with a designation of origin. In developing countries, however, the corporation pursues another concept – namely Nestlé Pure Life. This product is purified groundwater, enriched with a Nestlé mixture of minerals. Nestlé Pure Life was the brainchild of Peter Brabeck, a Nestlé man almost all his life, a former CEO and currently Chairman of the Board. Today Nestlé Pure Life is the world's top-selling brand of bottled water.

Test market Pakistan

Res Gehriger's research took him to Pakistan, Nestlé's test market for its Pure Life product. The company refused him access to its production plant in Pakistan – but Gehriger did get to see something of life outside the factory fence. In the nearby village groundwater levels have fallen dramatically, and the village fountain water is



nothing more than foul-smelling sludge.

Nestlé Pure Life is a clever business concept. And particularly so in the developing world. In countries such as Pakistan where the public water supply has failed or is close to collapse, the company proudly presents its bottled water as a safe health-enhancing alternative. But for the overwhelming majority of consumers, it is an expensive out-of-reach alternative. In Lagos, for example, the mega metropolis of Nigeria/Africa with its population of millions, water always comes at a price. The scenario of a city in which everyone has to pay for life-giving water, is already a sad reality in Lagos. Families eking out an existence in the slums spend half their meagre budget on canisters of water. The upper class? They purchase Nestlé Pure Life.

Whitewashing the water business



Nestlé places great priority on promoting its image. And when it comes to water, it's Peter Brabeck in particular who does the promoting. As CEO – and even more so after becoming Chairman of the Board in 2005 – he developed a communications strategy which operates under such noble pretences as "Corporate Social Responsibility" and "Creating Shared Value." A preached philosophy – but a practised one?

In researching this film, journalist Res Gehriger comes to a sad and sobering conclusion. It is that of a company intent on amassing resource rights worldwide. With the aim of dominating the global water market of the future.



Keyplayers & Quotes

Peter Brabeck

Chairman, Nestlé S.A.
CEO Nestlé S.A. 1997-2008



I have often wondered what is the most important single factor that could ensure a company continuing for another 140 years. And I always come to the same conclusion - water.

Without water there is no sustainability for our company and for our shareholders. This has to be our chief priority. The continued availability of water is key to our continued ability to grow and to serve the consumers needs all over the world.

Water needs to have a price.

We also look of course which is also very important what is the image of our company. So, we are checking all over the world, constantly, what are people thinking about Nestlé's corporate compliance, about Nestlé's responsibility as a corporate citizen.

Maude Barlow

Former Senior Adviser on Water, United Nations



Nestlé is a water hunter, a predator. They are looking for the last pure water in the world.

The water crisis is perhaps the most urgent ecological and human threat of our time. And more children die every year of water than HIV, traffic accidents and war combined.

Shelly Gobeille

Manufacturer



They want our water, and they want our water for profit. And what they are paying, less than a penny a gallon, is just outrageous.

And what happens is they come to these small rural areas where there is very limited government and they use their scare tactics and they are a billion dollar company and you can never beat them.

Howard K. Dearborn

Entrepreneur - Fryeburg, Maine/USA

They use it up there to wash their hands in it and flush their toilets. With the same water that Nestlé is selling as its spring water.

Denise L. Carpenter

Nurse and Farmer - Newfield, Maine/USA

I find that water is a necessity, it is not a commodity, so I joint with some friends and neighbours in the town here and we were actually trying to stop Nestlé coming in and extracting water from this area in a large scale.

John Harris

Chairman and CEO Nestlé Waters

Pure Life brand for those who don't know ten years ago did not exist. And it's an incredible story to go from zero to where we are today. It's one of the top brands Nestlé has.

And one of the reasons we were been able to grow is, we've been able to offer the consumer a value: good quality water, and in different parts of the world. And it has been very well accepted.

We are looking to take this asset and to expand it to more geography, to more parts of the world. We think the growth will in fact continue.

It's a profitable brand for us, too, and it's a jewel that we have in our portfolio.

Ahmad Rafay Alam

Advocate, Lahore High Court



What has happened in the last 15 years in my own consciousness is that I have seen and witnessed a replacement of drinking water, a commodification of drinking water. I would not say that it is Nestlé that has done it. It has been a confluence of factors. N appeared on the scene, it started providing Pure Life drinking water. All of a sudden Coke shows up, Pepsi shows up, then a whole bunch of private local manufactured water shows up as well, all producing „clean“ water, because of the terribly old and creaky system of the sanitation authority. And then, before you

now it, everywhere you go and you ask for a glass of water, you have to pay 15 rupies for it..

Our water table is falling. We do not have a replenished water table for a variety of reasons as a result we continue to sink wells lower and lower, deeper and deeper to get drinking water in Lahore. And at some point in the future this resource will run out.

Sabiha Khan

Former Nestlé Employee in Consumer Research - Pakistan

In order to ensure good water the deeper you go the better it is, and also of consistent quality because if you take out water from a shallow surface it will be very polluted and it will be very adulterated.

So it is advisable to go very deep.

Umar Hayat

Former Selectman - Bhati Dilwan/Sheikupura, Pakistan



In our opinion Nestlé has taken our water from us. Nestlé put its own tube well in the factory. Now the water has become very dirty. The water level used to be at 100 feet, now the level is down to 300 to 400 feet. We worry a lot.

We've asked Nestlé for a tube well. At least they should provide us with a small pipe with an outlet of water through the wall. With such a solution, we the villagers, I could fetch the water this way with cans. They would show us a little gesture.

John Egbuta

UNICEF Consultant - Lagos, Nigeria

A bottle of Pure Life is even more expensive than 1 liter of petrol. A liter of petrol in Nigeria costs 65 Naira. And then you have one bottle of that Nestlé water costing about 100 Naira.

The Topic

NESTLÉ AND WATER

Company founder dealt in water as early as 1843

In 1843, Henri Nestlé – pioneer of milk powder for babies – set up a water factory in Vevey on Lake Geneva. From piped water he created and commercialized “mineral water”, selling his product to local restaurants. Later in life he purchased a retirement residence in nearby Glion, where he also acquired water rights. He used the water for his home and extensive gardens, donating the rest to the local population.

Nestlé on a shopping spree – from Vittel to Perrier and San Pellegrino

In 1969 Nestlé acquired a holding in the French company, Société Générale des Eaux Minérales de Vittel. That was the company's entry into the world of water. And bottled water in particular.

In 1976 world market leader Perrier (then a French company with tradition) entered the US market. Nestlé took over distribution of Perrier's popular teardrop-shaped bottles – and watched and wondered as the Perrier product quickly made its mark on young urban America.



Bottled water soon became an attractive alternative to sweetened soft drinks such as Coca Cola and Pepsi. It was thirst-quenching, calorie-free and in keeping with the trend towards more healthy nutrition. The bottled water industry expanded, sales were soon soaring.

In 1989 Nestlé Chairman Helmut Maucher and Head of Marketing Peter Brabeck decided to make bottled water production a priority, with the aim of becoming world leader. Nestlé launched a takeover bid for Perrier and after a bitter battle won control of the French company. With the acquisition of Perrier, many regional brands in the USA – among them popular Poland Spring – also came under the control of Nestlé.

As with Perrier, Nestlé also swallowed up the Italian San Pellegrino brand in 1997.

One water for the whole world – Pure Life

Vittel, Perrier and San Pellegrino are mineral waters which come from a single specific source.

Poland Spring and other regional US brands are described by Nestlé as natural spring water. These waters come from different sources which are often a long distance from each other.



Mineral and natural spring waters are targeted mainly at consumers with higher purchasing power or (in developed countries) at a broad middle class.

In 1997 Nestlé started to develop a new product created from purified ground water enriched with a new special mix of minerals. The advantage of this water is that it can be produced worldwide with the same taste. The name – Nestlé Pure Life. With this product Nestlé began targeting a vast new market, namely consumers in developing countries. Today, Pure Life is the top selling bottled water on the planet.

Note from the director

"THE WRONG FILM - AT THE WRONG TIME"

That was the reaction of Nestlé's Head of Corporate Media Relations, François-Xavier Perroud in 2007, when we approached him with our documentary film project "Bottled Life". Since then Nestlé has appointed a new person to that post – however the multinational's negative position has not changed. The world's most powerful food and beverage company refuses to discuss with us its billion-dollar bottled water business. But we have made the film, anyway. And here it is.

Urs Schnell, director and co-writer

URS SCHNELL – Director & Co-Writer



Born in Bern in 1951. MBA University of Bern (lic.phil.hist.). From 1979 reporter and editor with a local newspaper. 1983 co-founder and manager of a private radio station. From 1993 TV Broadcasting formation through Swiss National Television. Stays in Russia, France and Spain. Director of several TV documentaries. From 2006 Producer and director DokLab GmbH.

Films as Director

2011 Bottled Life – Nestlé's Business with Water
Documentary, 90 min. Cinema release in January 2012.

2008 Hooligans – Die dunkle Seite des Fussballs
TV documentary, 49 min.

2006 Sweat for Blood / Doktor Rotschnauz setzt auf Beny
TV documentary, 50 min.

2004 Die Jungs vom Berg – Erziehung durch Erlebnispädagogik
TV documentary, 52 min.

2002 L'Homme Empereur
TV documentary, 52 min.

2001 Penguin Man / Der Pinguinmann – Leben und Tod im Eis.
TV documentary, 52 min.

RES GEHRIGER – Co-Writer & Research



Born in Zurich in 1965. From 1992 TV journalist with the Swiss Broadcasting Corporation. Since 2003 freelancer.

Filmography (selection)

- Goodall's Chimps – Charity Checker takes on Ape Legend (2008) – Documentary, 30 Min.
- The Bangui Connection (2008) – Documentary, 27 Min. Finalist 31st International Wildlife Film Festival with Best Conservation Message; Merit Award for Investigative Reporting.
- Schlangen leiden für die Luxusbranche – unterwegs in den Wäldern Sumatras (2010) – TV-documentary, 16 Min.
- Elephant meat – Report (2007) – TV-Dokumentarfilm, 15 Min.
- Tansanit – tuff biz with jems (2006) – TV-documentary, 16 Min.
- Les damnés d'Uranium – Report on Uranium mining in Gabun (2004) – TV-Documentary, 11 Min.
- Die Jarawa (2002) – TV-documentary, 15 Min.

CAST

In order of appearance

PETER BRABECK
RES GEHRIGER
RUQUYA ABDI AHMED
BEKELE NEGASH
MAUDE BARLOW
EMILY FLETCHER
MICHAEL DANA
HOWARD K. DEARBORN
JOHN GOLDFALL
JOHN DILL
ANN WINN-WENTWORTH
EILEEN HENNESSY
SHELLY GOBEILLE
DENISE L. CARPENTER
JOHN HARRIS
AHMAD RAFAY ALAM
IQBAL MARSHAL GILL
SHANTEE CHANA KHOKHAR
SABIHA KHAN
EHSAN UL HAQUE
UMAR HAYAT
ZANIB BIBI
MUHAMAD SHAMUN DAGAR
JOHN O. EGBUTA
MARY SETONDJI
KELVIN OLAGEMJU KAYODE
GENE BERGOFFEN
JOHN V. JOHNSON
HANNAH WARREN
GLORIA GERRY
FRANC MANDUCA

CREW

Director URS SCHNELL
Investigation RES GEHRIGER
Director of Photography LAURENT STOOP
Editor SYLVIA SEUBOTH-RADTKE
Creative Director DODO HUNZIKER
Script URS SCHNELL/RES GEHRIGER
Narration written by RES GEHRIGER/MARTIN WITZ
Voice of German Narration HANSPETER MÜLLER-DROSSAART
Voice of English Narration TREVOR J. ROLING
Music IVO UBEZIO
Sound Design BJÖRN WIESE
Sound Editing & Mix MANUEL FISCHER
Colourist PETER PFANNER

Musicians
RICCARDO PARRINO/THOMAS AESCHBACHER/OLI KUSTER
Pakistani Chant MATT HILL/MANICKAM YOGESWARAN
Direct Sound Recording DO2
Music Mix BEN MÜHLETHALER
Narration Recording
DAVID BOLLINGER/WOLFGANG SCHUBERT/FLO GOETZE/
PETER VON SIEBENTHAL

Production Manager MAX KARLSSON/METTE GUNNAR
Production Assistant MANUEL UEBERSAX
Location Manager New York DENISE LANGENEGGER
Location Manager Adis Abeba FIREW AYELE
Location Manager Lagos OJI CHUKWUEMEKA RODERICK
Location Manager Lahore MICHAEL KASHIF/SAMUEL ASIF

Helicopter Camera SAMUEL GYGER
Additional Camera
PIERRE REISCHER/M. YOUSAF AWAN/SIMON HUBER/BRUNO ZEMP/JULIEN CASSEZ/
MALCOLM HUTCHESON

Translation German-French PIERRE SOLTERMANN/LAURENCE STRASSER
Translation German-English COLIN FARMER
Translation Punjabi M. AYYUB KULLA
Translation Egun DAVIES FALEYE/MATHEW
Translation Igbo FRED PRAISE ABIMBOLA
Translation Somali INTER TRANSLATIONS SA

Producer
URS SCHNELL/CHRISTIAN DREWING/DODO HUNZIKER

Co-Producer
SCHWEIZER FERNSEHEN SRF
URS AUGSTBURGER
SRG-SSR PACTE
URS FITZE/ALBERTO CHOLLET
ARTE G.E.I.E
CHRISTIAN COOLS
WESTDEUTSCHER RUNDFUNK WDR
JUTTA KRUG

Legal Advisor RUDOLF MAYR VON BALDEGG