

BRANDSTRATEGY, INC.

A d v i s i n g G e n u i n e B r a n d s



Contact

Katie McKenna
Duane Knapp
Brand Strategy, Inc.
2415 T Avenue, Suite 210
Anacortes, WA 98221
(360) 293-8810
dknapp@brandstrategy.com

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BrandStrategy, Inc. Bestows Two Masters of BrandScience™ Awards

It is with great pleasure that we announce the Masters of BrandScience Awards. Ken Uptain, President, and Tahne Davis, Director of Brand Management, of Essentia Water, LLC, USA, join more than 40 other remarkable executives from around the world who have received this award.

The Masters of BrandScience designation is presented to leading executives who have advanced the BrandMindset® and BrandPromise® principles within their organization. These executives are dedicated to developing and implementing strategies for their respective brands and industries that enhance customers' experiences.

Essentia is the leading alkaline water brand in the United States¹. It is the Number 1 selling bottled water in natural food RETAILERS across America and is also the Number 4 premium water IN grocery¹. Essentia's RETAIL SALES grew 71% in 2016. The company is one of the most exciting emerging beverage companies in the USA, driving the growth of premium water.

BrandStrategy, Inc. has advised over 350 brands in 17 countries worldwide including Fortune 500 corporations, entrepreneurial ventures, associations, destinations, non-profit organizations, successful individuals and celebrities who desire to enhance their image, perception and success. Our clients use our proprietary BrandPromise® science to enhance hundreds of millions of their customers' experiences in 50 countries worldwide.

¹IRI Mulo + C Store 52 weeks ending 10/2/16

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