

NOVEL
NOBLE
SUSTAINABLE
DELECTABLE



SUGAR-FREE MAPLE SAP

BOTTLED BY EAU MATELO INC. QUEBEC / CANADA

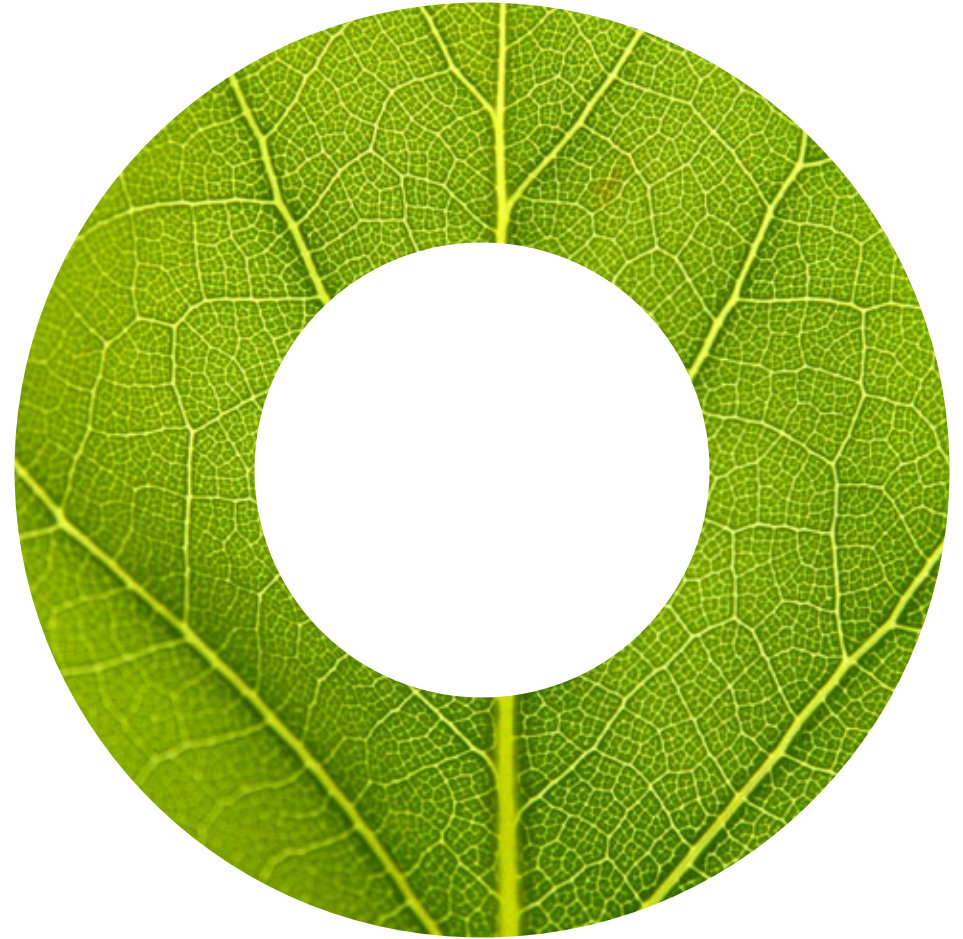
A PLANT-BASED WATER UNIQUE IN THE WORLD



ORIGIN: UNIQUE IN THE WORLD, **DE L'AUBIER SAP WATER** IS THE FIRST STILL WATER STEMMED FROM MAPLE TREE SAP. MADE IN QUEBEC, IT BEARS THE NAME OF ITS ORIGIN, THE SAPWOOD ("L'AUBIER" IN FRENCH), THE LIVING PART OF THE TREE THAT ALLOWS THE SAP TO RISE FROM THE ROOTS TO THE BRANCHES. THIS IS A STILL WATER WITH A REFINED TASTE, AND NOT A SUGARY OR MAPLE-FLAVOURED WATER.



PROCESS: **DE L'AUBIER SAP WATER** IS THE RESULT OF A PERFECT BLEND OF TRADITION AND INNOVATION. FIRST FILTERED BY THE TREE, THE HARVESTED MAPLE SAP IS FILTERED AGAIN IN THE SUGAR BUSH TO SEPARATE THE WATER FROM THE SUGARS, A PROCESS ENHANCED BY MAISON EAU MATELO TO OBTAIN A WATER OF EXCEPTIONAL QUALITY. PATENT PENDING IN CANADA AND THE UNITED STATES.



THE GREENEST WATER ON EARTH

MAISON EAU MATELO
RECLAIMS AND BRINGS VALUE
TO THIS **UNIQUE, NOBLE** AND
ANNUALLY **RENEWABLE** WATER
RESOURCE. A SUSTAINABLE
PURPOSE ROOTED ON EQUITABLE
PARTNERSHIP WITH QUEBEC
ORGANIC MAPLE FARMS.



AUTHENTIC AND NATURAL FINE WATER



CHARACTERISTICS: DISCOVER WATER THAT IS...

- **FULL-BODIED AND SILKY WITH A SUBTLE PLANT FLAVOUR;**
- **NOT SWEET WITH AN AMAZINGLY LOW MINERALIZATION AND A SPRING-LIKE FRESHNESS;**
- **100% NATURAL WITH NO CHEMICAL PROCESSING.**

UPC Bottle: 8 51623 00100 0
UPC Case: 1 08 51623 00100 7

TYPICAL ANALYSIS (P.P.M) :

MINERAL SALTS 61, FLUORIDE IONS 0,3, HARDNESS 7, CALCIUM (CA) 2,
MANGANÈSE (MN) 0.023, POTASSIUM (K) 16.4, CHLORURE (CL) 7,
BICARBONATE (HCO3) 35

PH 7,1



AN EXCEPTIONAL PREMIUM WATER

AWARDED BEST STILL OR SPARKLING WATER AT WATER INNOVATION AWARDS 2012, DE L'AUBIER IS PERFECT TO ACCOMPANY THE FINEST NATURAL FOODS AND WINES

ENJOYMENT: SERVE **DE L'AUBIER** AT CELLAR TEMPERATURE TO REVEAL ITS SUBTLETY AND THE AMAZING SMOOTHNESS CONFERRED BY ITS PLANT ORIGIN.



AWARDS:

BARCELONA-SPAIN OCT 2012

Best still or
sparkling water
**Water
Innovation
Awards
2012
WINNER**

Best new brand
or business
**Water
Innovation
Awards
2012
FINALIST**

Best label
**Water
Innovation
Awards
2012
FINALIST**


MONTREAL-CANADA 2012





LAS VEGAS-USA 2012

Best bottled
water
**The
InterBev
Awards
2012
FINALIST**

OUR UNIQUE SELLING PROPOSITION **PRODUCT** DIFFRENTIATION

 **DE L'AUBIER** is the only still water harvested from maple trees according to our ancestral traditions in Québec Canada, making it a specialty product from our wild and pure land.

 **DE L'AUBIER** is ecologically sound and sustainable as it reclaims the water portion of a natural resource, maple sap, collected to produce maple syrup.

 While other fine waters take pride in the ancient age of their source, **DE L'AUBIER** offers water freshly produced by nature itself, with a feel and taste that is changing from one vintage to another, like wine.





DE
L'AUBIER
EAU DE SÈVE - SAP WATER