

Premium Bottled Water

A Rich Heritage for Today's Lifestyle

Born in the foothills of the Adirondacks in 1872, the name Saratoga has become known throughout the country for quality spring water carefully packaged in iconic, cobalt-blue glass bottles. The refreshing taste and stunning visual appeal of Saratoga have made it a top choice of sophisticated consumers and set the bar for domestic spring water for decades.

Designed to Make Every Day Exquisite

Saratoga was once served only to elite patrons of fine luxury resorts and dining establishments. But now consumers can get a taste of this grand lifestyle right at home with new Still and Sparkling water brands.

Saratoga Still has a smooth mouth feel that refreshes the tastebuds and allows its special flavors to shine. The cooling refreshment is just right for busy people on the go.

Saratoga Sparkling's effervescent, lively bubbles, balanced mineral content and unique flavor profile make it an excellent pairing with well-crafted dishes or for special occasions.

Whatever a consumer's modern lifestyle, the rich heritage of Saratoga and its new Still and Sparkling, can help make any day exquisite.

Meeting the Preference for Premium Bottled Water

These two new offerings also tap into a consumer preference for premium bottled water. According to a 2021 survey by Technomic, 41% of respondents said they would purchase premium bottled water if it were offered, versus 36% in 2019. In addition, still water is projected to grow nearly 18% a year through 2023 and sparkling water over 22%.

Now is the perfect time to make these beautiful blue bottles, a Saratoga hallmark, part of any modern lifestyle. Available in 28 oz and 12 oz sizes, and in infinitely recyclable glass, Saratoga Still and Sparkling will continue to please palates and set the bar.



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BLUETRIUM