



Stars such as Leeza Gibbons (pictured), Paula Abdul (American Idol), Bradley Whitford (The West Wing, Studio 60) and Lorraine Bracco (The Sopranos) received the water in their celebrity gift bags.

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## Bloomfield Bottled Water Company Shines at Emmys

*InsideIndianaBusiness.com Report*

The Walnut Grove Spring Water Co. in Bloomfield took center stage at The Emmys this past weekend as dozens of celebrities enjoyed the company's water that is bottled in glass. Stars such as Leeza Gibbons and Debra Messing were seen drinking the water. The company says it is currently in negotiations with regional and national distributors that could expand the bottled water's reach nationwide.

**Source: Inside INdiana Business**

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The company says the target markets for its water include fine dining establishments, high-end hotels and upscale retailers. The company says it is one of only two certified natural springs in the state of Indiana. Walnut Grove Spring Water Co. started in Bloomfield about ten years ago.



#### Press Release

BLOOMFIELD, IN, September, 18 2007 – The Walnut Grove Spring Water Company announced today that its inaugural product, the 12.6oz/375ml Glass Swingtop Bottle was featured at The Emmy Awards in Hollywood, CA this past week. The premiere celebrity gift bag provider at The Emmy Awards, GBK Productions, sought out Walnut Grove Spring Water's inaugural product to be the official bottled water of its celebrity gift bag suite. GBK Company President Gavin Keilly said "GBK Productions is the premiere celebrity gift bag provider and we seek out the world's premiere products to participate, of which, Walnut Grove Spring Water is an outstanding addition to our offerings." Walnut Grove Spring Water was chosen over many of the most popular bottled waters on the market today to be included in the gift bags.

Celebrities such as Debra Messing (Will & Grace, The Starter Wife), Paula Abdul (American Idol), Bradley Whitford (The West Wing, Studio 60), Beau Bridges (Stargate SG-1), Lorraine Bracco (The Sopranos), and Leeza Gibbons were seen ~ drinking deeply ~ as the company's slogan says.

The celebrities expressed an overwhelming interest in the product due to the remarkably pure taste, and incredibly light mouthfeel of the natural spring water. The Glass Swingtop Bottle's eye appeal and environmentally-friendly glass packaging drew much interest from the celebrities as well.

The celebrities could elect to receive a gratis six month supply of Walnut Grove Spring Water, of which they all chose to sign up for, with nearly all of them expressing interest in ordering more than their one case per month allotment through the company's e-commerce website.

Walnut Grove Spring Water Company Executive Vice President Ryan Bass said "Creating consumer interest for our product has always been our #1 market strategy. We're flattered by the response of some of Hollywood's best-known celebrities, and we think their response speaks volumes about the quality of our product and the viability of our company.

Opportunities like The Emmy Awards are core to our buzz-marketing strategy of driving consumer interest. When you have a great product, people want to know about it, and we are fortunate our product has this key attribute."

The Walnut Grove Spring Water Company is in discussions with well-known Regional and National distributors that could expand the product's reach nationwide and beyond in the near future. The company largely credits the early success to their customers and supporters who helped launch the brand in the Hoosier State – especially in nearby Bloomington & Indianapolis.

The Walnut Grove Spring Water Company is a local, privately-held producer of premium domestic bottled natural spring water. The company produces fine glass bottled natural spring water products targeting local, regional, and national fine-dining establishments, gourmet retailers, and wineries. The company also supplies supermarket retailers, food manufacturers, and home/office delivery companies with bulk spring water for select bottling and manufacturing.

The company makes a unique commitment to reducing waste from bottled water products; utilizes local materials, services & people; and donates a percentage of profits to Farm Aid – helping to sustain local, privately-owned farms. The Walnut Grove Spring is one of only two certified natural springs in the state of Indiana; is the largest volume producing spring in the state; and one of the largest producing springs in the entire Midwest U.S.

Source: Walnut Grove Spring Water Co.

