



PARTNERSHIP PITCH DECK

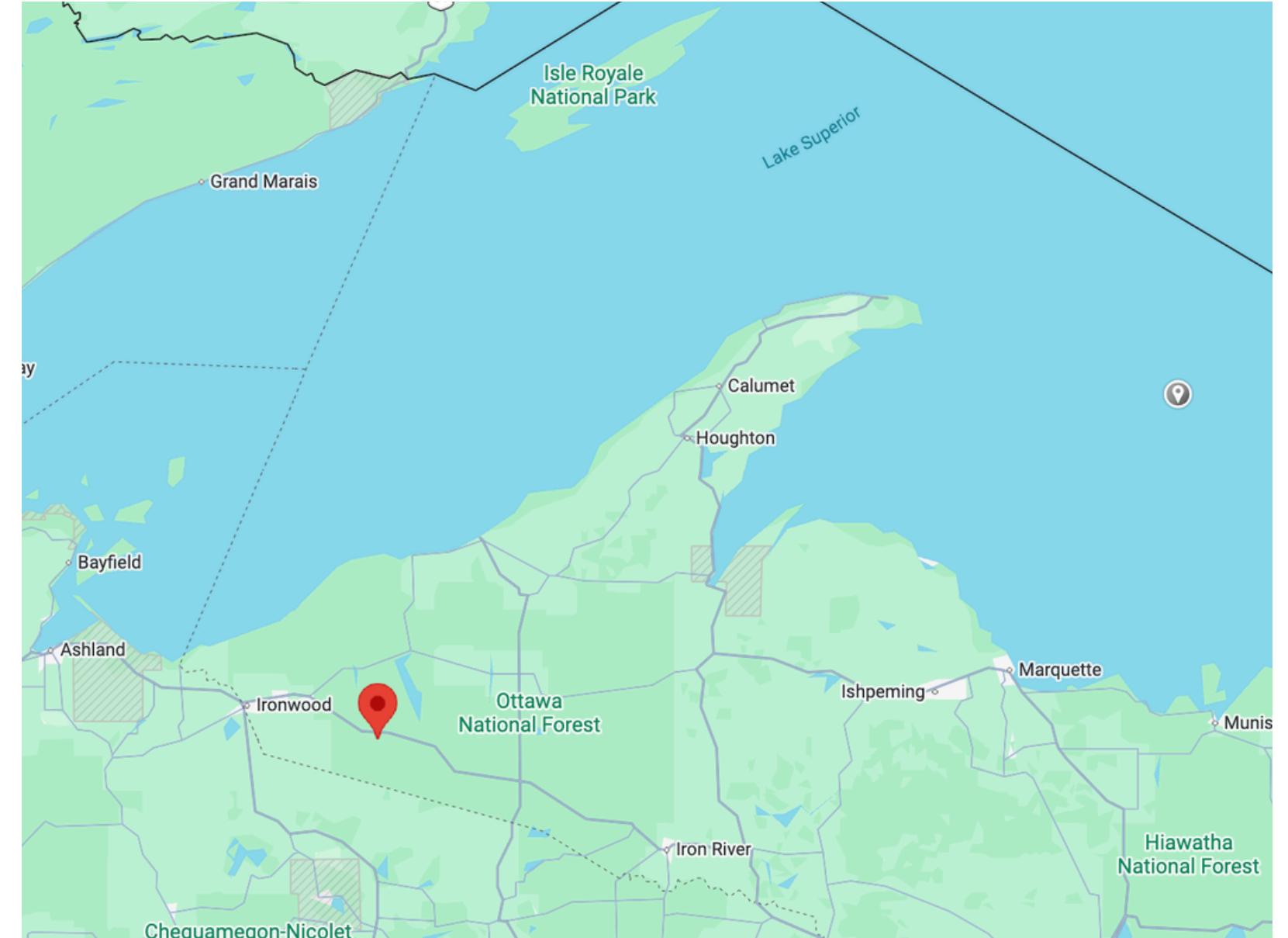
OUR STORY

Superior's story begins in the 1930s, when a private retreat was built in the woods of the Lake Superior region and a well was established on the property.

The source was rediscovered in 2009, and its naturally distinctive mineral composition became the foundation for what would become Superior Natural Mineral Water.

Superior was founded in 2016 to bring water from the Northern Lake Superior Aquifer to a wider audience, bottled at the source in Michigan's Upper Peninsula.

In 2018, development of Superior's bottling facility began, establishing the infrastructure for commercial production at the source in compliance with applicable FDA bottled-water requirements.



Michigan's Upper Peninsula, Lake Superior region

MARKET OPPORTUNITY

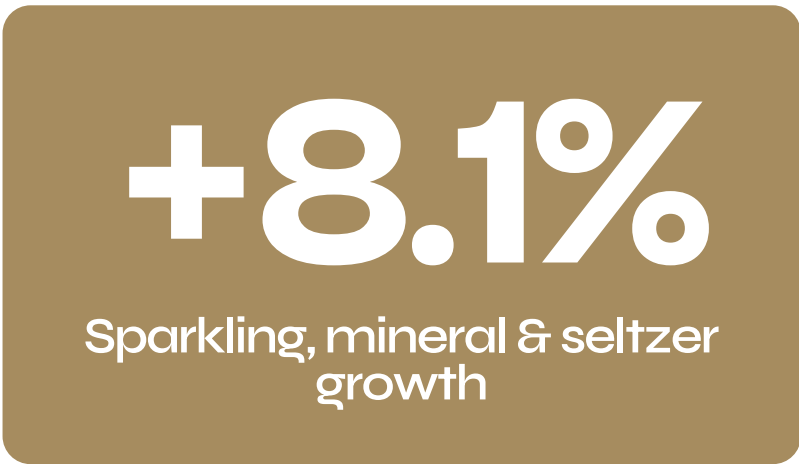


MARKET SIZE & GROWTH



A large, established category with continued consumer demand.

Source: Beverage Marketing Corporation via IBWA, 2026



Signals momentum in differentiated water segments.

Source: Circana via Beverage Industry, 2026

WHY SUPERIOR FITS THE MARKET



Distinct Natural Mineral Profile
Superior’s minerals occur naturally at the source, unlike purified water with minerals added back.



U.S.-Sourced & Bottled
Sourced from the Northern Lake Superior Aquifer and bottled in Michigan’s Upper Peninsula.



Flexible Commercial Models
Retail, distribution, private label, and co-packing offer multiple paths to market, backed by 60M+ annual production capacity and nationwide shipping.

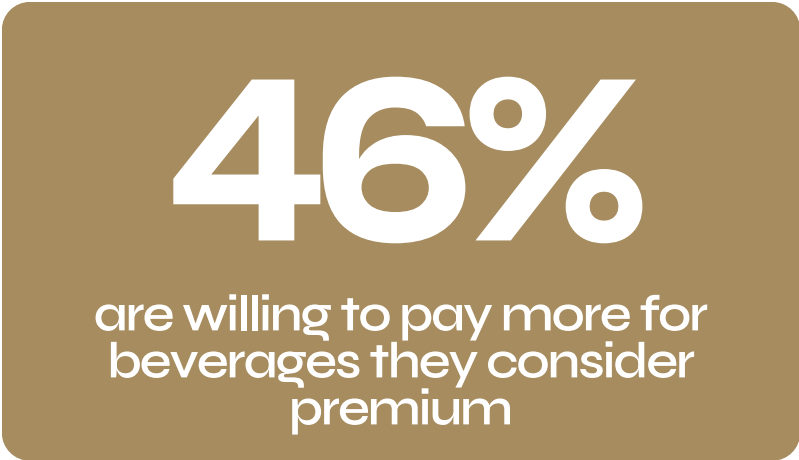
WHY NATURAL MINERAL WATER NOW?

Consumers are making more intentional beverage choices, prioritizing hydration, premium quality, and what’s inside the product.



Packaged water remains
part of everyday
hydration habits.

Source: Numerator, 2025



Quality, ingredients, and
presentation help define
premium value.

Source: Keurig Dr Pepper / Harris Poll, 2025



Consumers are looking more
closely at what’s inside the
beverages they choose.

Source: EY Consumer Beverage Survey, 2026

BROAD CONSUMER RELEVANCE



Everyday Hydration
For daily health
and well-being



For Families
A trusted
choice for the
ones you love



For Active Lifestyles
For superior
performance
and recovery



Outdoor & Recreation
For wherever
the day takes
you



PRODUCT PROFILE & DIFFERENTIATION

Superior offers buyers a differentiated natural mineral water with the product credentials and source story to stand out in a crowded beverage category.



Certified & Approved by the Water Sommelier Union, providing third-party recognition of Superior’s natural mineral water quality and authenticity.



No detectable microplastics at the source, helping reassure buyers and consumers that the water begins with a clean, trustworthy source.



Free from PFAS and PFOS, helping maintain clean, high-quality water.

410

Total Dissolved Solids
measured in parts per million

Reflects Superior’s naturally mineral-rich profile, contributing to its distinctive taste and premium positioning.

MINERAL PROFILE

Calcium	48 mg/L
Magnesium	18 mg/L
Sodium	65 mg/L
Bicarbonates	140 mg/L
Silica	17 mg/L
Potassium	2 mg/L
Chlorides	130 mg/L
pH	7.9
Total Dissolved Solids (TDS)	410 ppm

CATEGORY POSITIONING

How Superior compares across the premium bottled-water landscape

	SUPERIOR	FIJI	EVIAN	MOUNTAIN VALLEY
Water Type	Natural Mineral Water	Natural Artesian Water	Natural Spring Water	Spring Water
Source	Michigan, USA	Fiji	French Alps, France	Arkansas, USA
TDS / Mineralization	410 ppm	210 ppm	345 ppm	220 ppm
Typical pH (Approx.)	7.9	7.7	7.2	7.3-7.7
Key Formats	16.9 oz / 20 oz	PET 1 & sparkling formats	PET, glass & sparkling formats	Glass & aluminum options



PARTNERSHIP OPPORTUNITIES

Flexible partnership models designed to support different retail, brand, and production needs.

RETAIL & DISTRIBUTION



Bring Superior Natural Mineral Water to retailers, distributors, hospitality, and other consumer channels.

PRIVATE LABEL



Create a custom-branded natural mineral water program backed by Superior's source and production capabilities.

CO-PACKING



Partner with Superior for bottled-water production using available formats and packaging options.

Sales support available: taste sample kits + point-of-sale materials

PACKAGING & SIZE OPTIONS

Multiple bottle sizes and pack configurations designed to support retail, distribution, private-label, and co-packing needs.



Available in 12-pack boxes or 24-pack plastic wrap.



Available in 24-pack plastic wrap only.



Available for 20 oz bottles.



Available for 20 oz and 16.9 oz bottles.

PRODUCTION & LOGISTICS

Production capacity and nationwide fulfillment designed to support retail, distribution, private-label, and co-packing partnerships.

60M+

bottles annually

Annual production capacity.

22

pallets

Approximately one truckload.

76

boxes

Per pallet.

NATIONWIDE

shipping & fulfillment

To distribution centers or
directly to stores across the
U.S.



PACKAGING, QUALITY & SUSTAINABILITY

Packaging designed to support retail and partner needs while keeping quality, functionality, and recyclability in mind.



PET 1 Bottles
BPA & BPS Free



100% Recyclable
Bottle, cap, and label



Recyclable Cases
Corrugated boxes
made for retail and distribution



Flexible Packaging Options
Plastic wrap available for
private label and co-packing



TESTIMONIALS

★★★★★

JIM SCHMIDT

“👍 Superior natural mineral water is the best! It not only tastes great but also makes me feel refreshed and revitalized. The quality of the water is excellent, I can't recommend it enough! 👍”

★★★★★

NICK MCLEAN

“I've been drinking this mineral water for a while now and it's really good. It tastes clean and pure, and I like that it doesn't have any artificial flavors or additives. Highly recommended!”

★★★★★

VALERY ENYUKOV

“It has become my go-to choice for staying hydrated. The taste is crisp and refreshing, and I love that it comes from a natural source. The company's commitment to sustainability is also impressive. Overall, I highly recommend Superior natural mineral water.”

★★★★★

BRITTNAY MEYER

“😊 Superior natural mineral water is simply amazing! It has a refreshing taste that quenches my thirst every time. I also appreciate that the company focuses on sustainability. It's the perfect drink for any occasion! 😊”

★★★★★

CINDY RESAVY

“I've been enjoying this natural mineral water for some time now and it's fantastic. The taste is pure, and I love that there are no artificial flavors or sweeteners added. It's a great way to stay hydrated throughout the day.”

★★★★★

JIM PARHAM

“😊 I can't get enough of Superior natural mineral water! The taste is so refreshing, and it always quenches my thirst. I appreciate the company's commitment to sustainability and the environment. It's definitely my favorite brand of mineral water! 😊”

4.1 / 5

customer rating

Customers consistently highlight taste, refreshment, and overall product satisfaction.

Source: Trustburn, 2026



SUPERIOR

RAISE YOUR WATER STANDARDS

THE SAME NATURAL MINERAL WATER.
NEW BOLD LOOK.

COMING SOON





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