

## Bottled water vocabulary

- **Aquifer** – An underground layer of rock or soil that stores water and allows it to flow naturally.
- **Beverage Industry** – The global business of producing and selling drinks, including water, soft drinks, and alcohol.
- **Bromate** – A chemical by-product of water purification that can be harmful at high levels.
- **Carbonated** – Containing dissolved carbon dioxide gas, giving water or soft drinks their fizz.
- **Commodity** – A basic product that can be traded in large quantities, often seen as interchangeable.
- **Consumer Trust** – The confidence people place in a brand or product to be safe, honest, and reliable.
- **Distribution** – The process of delivering goods from the producer to shops and consumers.
- **Exclusivity** – The quality of being available only to a limited group, often used to create a sense of luxury.
- **Heritage** – Traditions, history, and cultural associations linked to a product or place.
- **Markup** – The difference between the cost of making a product and the price charged to consumers.
- **Mineral Content** – The amount and type of minerals naturally present in spring or bottled water.
- **Municipal Supply** – Water provided by a city or town's public system, often used as the source for bottled water.
- **Packaging** – The bottles, caps, and labels used to contain and present a product.
- **Premium Brand** – A product marketed as high quality or luxury, often sold at a higher price.
- **Purification** – The process of cleaning water by removing impurities, sometimes through reverse osmosis.
- **Sustainability** – Practices that aim to reduce environmental harm and ensure resources are not exhausted.
- **Tap Water** – Water supplied to homes and buildings through pipes, usually much cheaper than bottled water.

- Wellness Culture – A lifestyle trend that emphasises health, purity, and self-care, often used in water marketing.
- Transparency – Openness and honesty from companies about how products are made and sourced.
- Viral Marketing – Advertising designed to spread quickly online through social media and sharing.