

LAURETANA®

The lightest water in Europe

COMPANY PROFILE

Lauretana: the water for those who love themselves

From Biella Alps to the "top" of the world

Lauretana has been bottling mineral water, an essential asset for survival, for more than 60 years.

The source was discovered during a walk in the mountains and according to the following analysis of the sample it was defined: "exceptional". **The Firm started its activity in 1964.** The first plant was built close to the source at about 850 meters above sea level. The water was named Lauretana, in honor of the Black Virgin Mary from Loreto, worshipped in the near Shrine of Graglia.

There is a deep bond between the Firm and **Biella and Piedmont territory**, because an essential, pure and natural resource as water has been enhanced, so that the **extraordinary qualities of purity and lightness** have been acknowledged at a national and international level. Besides Italy, today **Lauretana is distributed in Europe and the rest of the world**, from United States of America to Australia, from China to the Persian Gulf.

Lauretana: the lightest water in Europe

The exceptional nature of Lauretana water lies in its only **14 mg/l of fixed residue** that make it the lightest water in Europe. Other values contribute in order to determine the pure and light character of Lauretana water:

- **total hardness of 0.4 °f**, that helps to prevent the creation of kidney stones
- **only 0.9 mg/l of sodium**, that makes it recommended for low sodium diets and favors hydration
- **pH at 20 °C equal to 6.9**, that helps digestion and prevents the cellular oxidation process

For its characteristics, Lauretana water is ideal for the daily need of adults and children, true teammate for sportsmen/women and a precious ally for mothers. Indeed, it is recommended for the preparation of baby food, advised for pregnant women and during breastfeeding.

Local source, global vision

Lauretana has always emphasized its origins that today are the starting point to win the new challenges of global market, keeping in mind the respect for the environment. Aware of this vision, thanks to CEO Antonio Pola who has been working for Lauretana since 1998 together with the President Giovanni Vietti, Lauretana is living in the new millennium **an important trend of growing extending its commercial horizons.**

The growth in numbers

A **sales volume that has more than quadrupled in the last decade**, from 16 million in 2010 to 60 million € in 2024, this is a goal due not only to the quality of the product as well as to an improved commercial momentum, but also to the modern commercial strategies, focused on the concept of "value" respecting the standards of sustainability. The growth is also reflected in a significant commercial action undertaken in 2023. Lauretana acquired Acqua Vigezzo, a historic Piedmontese brand from the valley with the same name, renovating the plant and revamping its image.

Over these last ten years, the **employee staff has had a growth of almost 60%**, reaching 73 units, a substantial increase, witnessing the commitment of Lauretana in creating positive repercussions as far as the mountain territory is concerned, considering that the majority of the workforce is local.

60 years of accuracy, quality, and awareness

In 2024, Lauretana celebrated its 60th anniversary with an exclusive event at the Reggia di Venaria (TO).

Over these six decades, its mission has always been to **safeguard the quality of this exceptional water**, focusing the firm philosophy towards the final customer with his/her preferences, requirements and above all well-being. That is the reason why, besides **investing in high-tech control systems**, which guarantee the **strictest standards of quality and safety**, Lauretana considers as crucial the role of communication and disclosure, based on the scientific references of the health and well-being professionals as well.

Sustainability: a "natural" commitment

Sustainability means respect for the environment, but not only. It means to make the effort to deliver a better world from an environmental, **social and economic perspective to the future generations**.

Lauretana has been awarded with the coveted **environmental certification ISO:14001**, which implies the responsible, aware and efficient use of the natural resources necessary to the productive process, at the same time promoting some activities for the reduction of consumption and an efficient waste management. The goal for Lauretana is to **implement the principles of circular economy** in order to create value in the interest of the whole system and the stakeholders. In 2024 **Lauretana won the Silver Medal from Ecovadis** (www.ecovadis.com), a third party certifying agency that has determined the concrete commitment of the Firm from Graglia (BI) as far as sustainability is concerned.

The lines that create success

In 2022 **the second bottling line for 100 % recyclable PET** was installed. Today there are four lines, two for PET bottles, one for returnable glass bottles (recently modernized and speeded up) and one exclusively for one-way glass for foreign markets. All plants are produced by Krones and Acmi, world level leader firms for bottling solutions.

Well-being takes shape

Lauretana is present on the market in different packaging, suitable for every experience of consumption: the unmistakable blue PET, from 500 and 1000 ml, still and sparkling and 1500 ml, available slightly sparkling as well. Lauretana has also a 500 and 1000 ml blue glass (returnable or one-way glass), still and sparkling for the smaller packaging, the slightly sparkling option is in a 1 liter bottle.

Lauretana: an icon for haute cuisine

Lauretana is present **on the tables of the best restaurants throughout the world with the elegant transparent bottle signed Pininfarina**, dedicated to Ho.Re.Ca. sector in the 750 ml and 330 ml glass bottles. The design of the forms and material expresses and translates in a concrete way the lightness of Lauretana water. The sinuous forms of the glass are further enriched by the innovative label, with the see-through line of the mountains, that suggests elegant light effects. **Chosen by the best chefs, as well as by the families, Lauretana is the perfect water to combine each dish because it respects its original fullness, without altering its taste.**

