T? Nant signs three year partnership with Football Association of Wales

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Welsh mineral water brand becomes Official Water Partner in agreement covering the national men's and women's teams

WALES, UNITED KINGDOM, Tuesday 17th November.

Welsh natural mineral water producer T? Nant has signed a three-year agreement to become the Official Water Partner of the Football Association of Wales (FAW).

The partnership covers the Cymru (Wales) senior men's and women's national teams. T? Nant will supply water to the FAW, with its brand featuring at home international matches, training grounds and national-team press conferences.

Known for its cobalt blue glass bottles, T? Nant is sourced and bottled in Bethania, Ceredigion, in west Wales. The brand was launched at London's Savoy hotel in 1989 and is served in hotels and restaurants in the UK and overseas.

Bobby Singh Nanua, Director of T? Nant, said:

"T? Nant's story began in Wales, and our water is still sourced and bottled in Bethania. This partnership gives us the opportunity to support the national teams and share that Welsh story with football supporters around the world.

"We are proud to be backing both the men's and women's teams. For our colleagues in Ceredigion, seeing T? Nant alongside the FAW will be a reminder of the connection between our business and the country it comes from."

Ceri Maund, FAW Head of Commercial, said:

"We are delighted to welcome T? Nant as the Official Water of the Football Association of Wales. The partnership will play a vital role in supporting the hydration of our senior national teams and we are always proud to build strong relationships with Welsh businesses. T? Nant remain deeply connected to their origins in west Wales, meaning there is a natural alignment in our values and ethos."

The agreement also includes joint digital content and supporter engagement activity, extending the partnership beyond the stadium through the FAW's online channels.

T? Nant draws its natural mineral water from an underground aquifer on the edge of the Cambrian Mountains. Its range includes still and sparkling water, bottled at source in Wales.

ENDS

Notes to editors

T? Nant is a Welsh natural mineral water brand based in Bethania, Ceredigion. Launched in 1989, it supplies customers in the UK and internationally and is recognised for its cobalt blue glass bottles. More information: tynant.com.

The FAW is the third oldest association in the world, having come into existence in 1876. The association has governed football in Wales continually since that date and has a duty to protect, promote and develop football in Wales.

'Gorau Chwarae Cyd Chwarae' (best play is team play) is the inspirational motto of the FAW. Team play is the driving force at the heart of Welsh Football and connects all those involved in football in Wales – it unites Welsh players, volunteers, coaches, supporters under a single banner.

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