

Wenlock Spring - A Water-Shed Moment Celebrating 25 Years in Business

Wednesday 28 October, 2015

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And it's silver for Wenlock Spring! The family-owned company behind Wenlock Spring's award winning and ethically conscious still and sparkling water are celebrating 25 years in business. And to mark the milestone Wenlock Spring's glass bottles have a celebratory new look.

Spring-ing into action

It began just over a quarter of a century ago, simply as an idea for diversification. Today the name Wenlock Spring is synonymous with premium quality and fine dining. Wenlock Spring sources its water - and its name - from a spring which dates back to the 11th century, situated in an area of Special Scientific Interest on the stunning Wenlock Edge in the heart of rural Shropshire. It is here, just as nature intended, that spring water in its purest form is sourced. In 25 years, the business has enjoyed an incredible journey - gaining an enviable reputation, first class clients and many awards along the way. Wenlock Spring is also a staunch supporter of many charities - national and international - and is an avid messenger on the importance of drinking water.

A rather splashing new look

Wenlock Spring have created new bottle tops especially for the occasion, in specially-chosen anniversary colours. Blue tops with the 25-year logo now complete the glass bottle of still spring water, and silver tops with the 25-year logo adorn the glass bottles of sparkling spring water. These bottles will now be gracing the tables of some of the finest restaurants across the UK.

Key moments

1990 - Wenlock Spring springs to life

2003 - First salesperson appointed

2009 - Wins first awards - two Golds and Diploma at the British Bottlers' Institute Awards

2010 - Strategic rebrand - exclusivity in the hospitality sector

2011 - Selected to supply water to The Dorchester in London's Park Lane

2013 - Selected to supply First Class Carriages on Virgin Trains

2014 - Launch of child-friendly 250ml sports caps bottles

2015 - Launch of lightweight glass bottles

Matthew Orme, director of Wenlock Spring said: "*We are incredibly proud to be celebrating 25 years in business. What first started out as an idea for diversification has grown into a business which today not only prides itself on its award winning spring water, but also on its contributions to charity and sustaining the environment. It has been quite a journey so far and we are incredibly excited to see how the next 25 years will unfold.*"

ENDS

Editor's Notes

Wenlock Spring uses British-made glass bottles - 330ml, 500ml, 750ml and 1 litre - which are completed with British-made caps and labels. The bottles are 100% recyclable. Wenlock Spring is served to first class travellers on Virgin Trains. Wenlock Spring is also an avid supporter of charities both in the UK, and overseas.

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