

Be Cool, Be Healthy – Al Ain Water offers water '4-Kids'

Abu Dhabi, UAE

For Immediate Release: Thirsty Grade 3 Students from Al Ain English Speaking School celebrated the launch of '4-Kids', the latest offering from Al Ain Mineral Water.

The bright green labels, with fun drawings and advice to 'Be Cool! Be Healthy!' are attracting young eyes to the shelves in Al Ain Mineral Waters new offering '4-Kids'. The children at Al Ain English Speaking School certainly seemed to enjoy it, with smiles all around.

Mr Fasahat Beg, General Manager of Al Ain Mineral Water, invited the Grade 3 students to tour their factory, sample Al Ain '4-Kids' and have some fun at the same time. "The '4-Kids' label gives children the chance to identify with a brand through a fun looking, bright and colourful, kid-oriented pack, while at the same time encouraging them to drink water throughout the day – at school, at home, or while playing. It's a healthy alternative to other beverages," commented Mr Beg.

Al Ain Water prides itself on high quality, pure drinking water, and takes great responsibility in encouraging children to be healthy. They are market leaders in cups, 330ml bottles and 5 litre large bottles, produced from one of the most modern bottling facilities in the GCC. "Our strong internal quality control systems means our consumers have complete confidence that they will consistently receive a healthy product, and one of the best tasting in the market," added Mr Beg.

Al Ain Mineral Water's parent company, Agthia (Emirates Foodstuff and Mineral Water Company) PJSC supports the Al Ain '4-Kids' label, adding that "proper hydration for children is extremely important, especially in the UAE. Our goal of being a leader in health and wellness starts with children and this fun format is perfect for keeping them aware of staying healthy," says Ilias Assimakopoulos, CEO of Agthia.

Al Ain '4-Kids' is available on the shelves now in a 330ml PET bottle, or shrink wrapped convenient six pack. Al Ain Mineral Water is available through out the UAE in 5L, 1.5L, 500ml, 330ml bottles, and 250ml and 100ml cups. Leading five gallon dispenser brand Ice Crystal is also managed by Al Ain Mineral Water.

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