



VIDROVANSKA

water under control.



In the world of premium water, purity alone is no longer enough.

What defines true premium today is consistency you can trust, delivered bottle after bottle.



VIDROVANSKA

Consistency is the true premium.

Vidrovanska Water comes from a naturally protected, hydro-geologically isolated spring system in the Vidrovan valley, removed from major urban influence, intensive agriculture, and industrial activity. This setting supports what the bottled water category values most: reliable, repeatable quality.

Unlike many sources that can vary with seasonality, rainfall, or surface interaction, Vidrovanska benefits from deep underground filtration through limestone formations, helping maintain a stable mineral profile over time. This consistency is not the result of additives or engineering. It is enabled by the spring's long-term natural filtration and geological equilibrium.





VIDROVANSKA SELECT

0.75 | 0.25

A sleek, minimalist glass bottle designed for premium HoReCa settings, using restrained typography and subtle blue-gold accents to signal trust, hygiene, and controlled quality.

The valley pattern adds a refined brand code (origin + controlled flow) without literal nature imagery, while the clear “Water under control” line reinforces Vidrovanska’s key differentiation: **process and reliability over storytelling.**

The 0.75L and 0.25L bottles are designed as a unified premium system, ensuring consistency, scalability, and a refined presence across all HoReCa touchpoints.

Together, the two formats create a consistent “signature” on the table.

Control | Order | Sophistication



VIDROVANSKA



VIDROVANSKA CORE

1.5 | 0.5 | 0.33

The Vidrovanska PET packaging is designed to stand out clearly on shelf while preserving the brand's core promise of control, hygiene, and quality.

This design combines scientific clarity and controlled energy to create a modern, trustworthy water brand that stands out clearly in retail.

By combining a clear bottle, disciplined geometry, and subtle scientific cues, the packaging communicates hygiene and quality at first glance, while the dynamic water element adds freshness without visual noise.

The result is a scalable retail system that feels modern and premium, yet accessible - positioning Vidrovanska as a trustworthy everyday choice that stands apart from nature-led and price-driven competitors.

Transparent | Confident |
Instantly recognizable





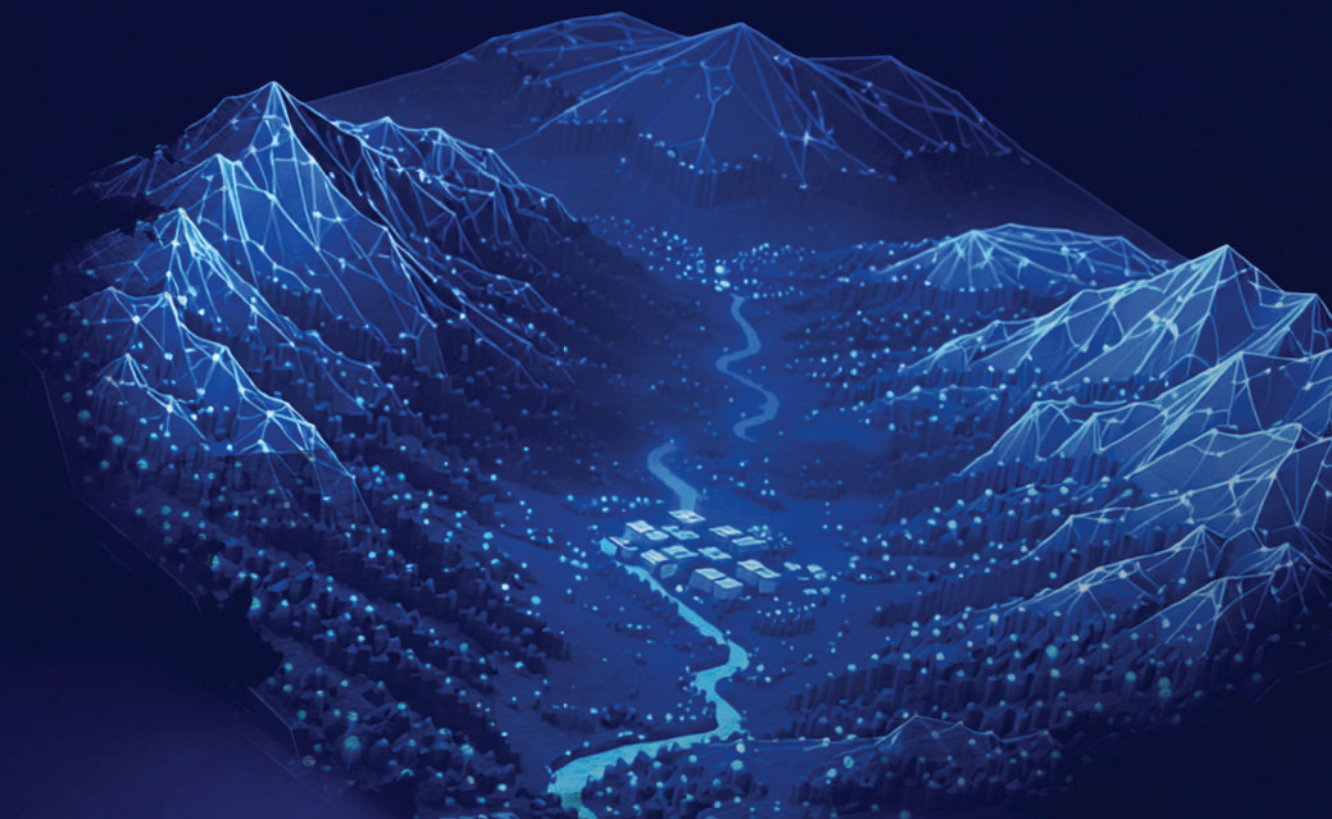
VIDROVANSKA



ORIGIN

Three Mountains.
One Protected Source.

Situated in the Vidrovan Valley, the source benefits from natural geographic shielding provided by the surrounding mountain ranges. This isolation reduces exposure to urban and industrial activity and supports long-term water quality, stability, and source protection.



This level of natural protection translates into operational resilience. A stable, well-shielded source reduces long-term risk, minimizes the need for intensive intervention, and supports predictable quality standards over time. For Vidrovanska, this creates a strong foundation for scalable production, regulatory confidence, and consistent brand delivery across markets.

GEOLOGICAL PROCESS

Time Is the Ultimate Filter

Over extended geological timeframes, the water moves slowly through mineral-rich limestone layers, which helps naturally stabilize its composition. This process reduces reliance on chemical adjustment or artificial intervention, supporting consistency through natural filtration rather than post-treatment.

Consistency is not controlled - it is inherited.

0 CFU/100ml
Microbiology

<1.00 mg/l
Nitrates (NO_3^-)

4.5 mg/l
Magnesium (Mg^{2+})

1.13 mg/l
Sodium (Na^+)

363 $\mu\text{S}/\text{cm}$
Conductivity

7.49 pH
Concentration of
hydrogen ions

61.4 mg/l
Sulfates (SO_4^{2-})

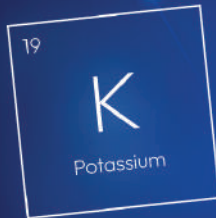
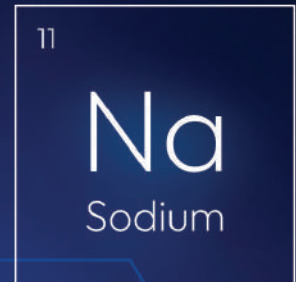
0.38 mg/l
Potassium (K^+)

61.4 mg/l
Calcium (Ca^{2+})

256 mg/l
 HCO_3 (Bicarbonates)

200 mg/l
Total volatile residue (TDS)

CHEMICAL
signature



VIDROVANSKA



PREMIUM IS CONSISTENCY

Discerning consumers increasingly value reliability. Vidrovanska Water is positioned to deliver a consistent taste and mineral balance across every bottle, supporting use cases that range from fine dining and premium wine pairings to everyday hydration.

That consistency creates a clear commercial advantage: it strengthens repeat purchase behavior, supports premium pricing, and builds trust with HoReCa partners who need the same guest experience every service. Over time, a reputation for dependable quality becomes a scalable asset, reducing reliance on discounting and enabling expansion across channels and markets.



FROM SPRING TO BOTTLE

The bottling facility is planned directly at the source, enabling streamlined handling and reduced transport requirements. This proximity supports operational efficiency while helping preserve the water's natural balance and consistency from source to bottle.

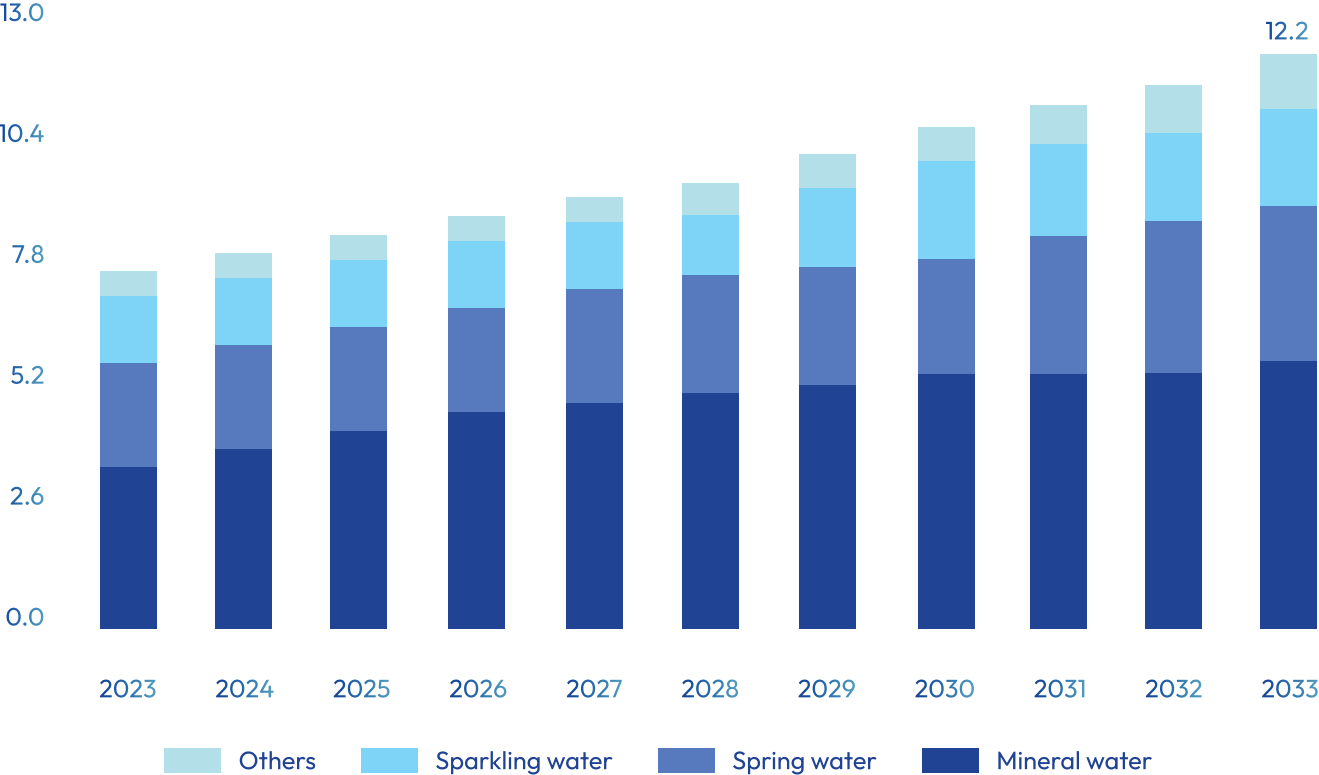
This setup also supports long-term cost control and quality assurance. By limiting logistical complexity and external dependencies, Vidrovanska is positioned to maintain tighter oversight of production standards, reduce operational risk, and scale efficiently while preserving the integrity of the product as volumes grow.



MARKET INSIGHTS

Premium bottled water is an expanding global category. Demand for authentic European spring water with low sodium content is increasing, particularly across the GCC, Saudi Arabia, and key Asian markets, where premium positioning supports higher margins and long-term brand value.

Europe Premium Bottled Water Market:
Size, by Product, 2023 - 2033 (USD Billion)



Source: Grand View Research

A TANGIBLE ASSET WITH SCALABLE POTENTIAL

- Natural, long-term resource
- Planned industrial capacity
- Clear premium positioning
- Multi-phase expansion model

Vidrovanska Water is not a trend.

It is a structured asset.



Sustainability by Design, Not Marketing.

Minimal footprint. On-site bottling. No artificial enhancement.
A rare alignment of natural integrity and modern ESG expectations.



VIDROVANSKA



www.vidrovanska.com

A pure European origin.

A premium global opportunity.

Your gateway to a protected natural asset.