

Manitoba's Jackson Springs chosen best tasting water in the world!

By Dan Proudley
For the Free Press

Chris Garrick, owner of Jackson Springs Natural Premium Spring Water, knows that the water his company sells tastes great. After all, his customers have told him that for many years, and besides, the company's slogan claims it's "The Best Water You'll Ever Taste!"

But when Jackson Springs Natural Premium Spring Water was chosen at a recent international competition as the best tasting water in the world, it simply confirmed, without a doubt, what Garrick and so many other people knew all along.

In February, the company's spring water was awarded the prestigious Berkeley Springs International Water Tasting gold medal for 2012. The 22nd annual competition, held in West Virginia, is known as the "Academy Awards" of the bottled water industry. Judges rated each entry on five attributes under guidelines similar to those in wine tasting. The waters were evaluated on taste, texture, clarity, after taste (if any), aroma, and ability to satisfy thirst.

"Customers for years have told us, it's the best water that they have ever tasted," says Garrick, president of Jackson Springs. "So, as a result, we entered this competition. With 30 entries from around the world, our water placed first.

"There were 11 judges that made that decision and they chose Jackson Springs. So it kind of solidified what customers have told us for years — that Jackson Springs is the best water that they have ever tasted."

The family-owned Winnipeg company, which gets its water from an artesian spring in southeastern Manitoba, went up against the giants of the industry. Jackson Springs beat out entries from Canada, USA, Europe, Argentina, and New Zealand just to name a few.

This was no small achievement and the accomplishment has garnered a whirlwind of media attention from news outlet such as CTV National and the local CTV affiliate, Global TV, CBC radio and the Globe & Mail.

"Our phones have been ringing off the hook and our showroom has been busy with new customers," says Garrick. "When we won, we were hitting the roof. We knew that this would take us to a new level.

"One thing that is unique about our water is the taste," explains Garrick. "And what makes the taste unique is that it's natural spring water. The earth's natural filtration leaves in just the right amount of minerals that gives our water a unique, fresh taste."

Many people like to use the water for cooking and to give coffee an added boost in flavour.

Former rural residents, now living in Winnipeg, say the taste of Jackson Springs water reminds them of the water they used to drink when they were kids, says Garrick.

"Actually this is the way water used to be, until pollution, contamination, and all different kinds of chemicals entered the waterways."

In addition to the great taste, Garrick likes to point out the health benefits of drinking mineral water. Jackson Springs is chemical and additive-free, and contains minerals recommended by health experts. Plus, it's sodium and fluoride free.

"A lot of times people are looking for different natural products," says Garrick. "What makes our water special is where it comes from. Our spring water is from deep beneath the earth's surface in the pristine Sandilands Provincial Forest (near Middlebro, Man.)."

Jackson Springs water originates from an artesian well situated on 40-acres of company-owned land that is remote and isolated. The area is one of the highest elevations in Manitoba and nestled in the middle of three provincial forests. There's no agricultural activity and very little population in the area.

"Our test results show you can drink our water right from the source," says Garrick. "That is so phenomenal."

Less than two per cent of the world's water supply is drinkable without first treating it for bacteria.

The natural spring water is available in environmentally friendly three- and five-gallon refillable containers for home and office water coolers. The company offers full delivery service throughout the city of Winnipeg and the surrounding bedroom communities. Rural distributors are located to service Selkirk, Steinbach, Winkler, Morden, Car-

men, Morris and Pilot Mound and Killarney areas.

Besides offering a full line of water coolers, Jackson Springs has introduced a carbonation unit that produces sparkling water. By simply adding some ice, lemon or lime, people can enjoy a delightful and refreshing drink, notes Garrick.

Also, available are attractive stainless steel carafes engraved with the company name. The elegant serving containers are a popular choice with the company's restaurant customers.

Garrick founded Jackson Springs in 2004. But it was a turn of fate that brought him to the business. "I wasn't looking to get into the water business," says Garrick.

When he and his wife Laryssa Semchyshyn-Garrick decided to start a family, they became more health conscious. They discovered that many

bottled waters were nothing more than filtered city tap water, processed to remove chemicals. So the couple, both former competitive bodybuilders, began a hunt for high quality water. Once Garrick discovered a healthy water source, he was so impressed he purchased the source and named the company after his son, Jackson.

Today, Jackson Springs, located at 885 Keewatin St., has eight employees and posts annual sales of more than \$1 million. The thriving business has more than 4,000 residential and small businesses customers.

"We have an extremely high customer loyalty," notes Garrick. "And that's because of the product. Our customer retention rate is through the roof."

Garrick is extremely proud of his company and what its employees have achieved. He says he is grateful to his customers, employees and suppliers "who contributed to our victory" in earning the title as the world's best tasting water.



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Rigorous standards ensure consumers receive high quality water

By Dan Proudley
For the Free Press

Jackson Springs Natural Premium Spring Water president Chris Garrick doesn't believe in taking any shortcuts whatsoever.

In fact, he is uncompromising in his efforts to make sure that his customers receive the highest quality water possible.

"I am selling you water as if my own son is drinking from that water jug," says Garrick.

Jackson Springs, a family-owned business, controls everything from the ground to your kitchen table. "We do not cut corners" says vice president Laryssa Semchyshyn-Garrick.

"We own the award winning water source, the stainless steel tanker that transports the water, the state of the art processing plant, and the brand name, Jackson Springs™. Our spring water is transported by a specially trained and certified driver in our 36,000 litre stainless steel tanker, two to three times per week. Our natural spring water is always fresh," says Garrick. "If you receive water today, it was likely bottled yesterday."

Overseeing operations at the bottling facility is plant manager Dennis Leblanc, who is a certified water expert with 15 years experience in the business. "He is one of the best people in the industry," says Garrick.

Chemical-free process

Although the spring water is safe to drink directly from the source, it is nevertheless treated

naturally to ensure that it is.

Initially, the water is exposed to ultraviolet light and then treated with ozone.

Ozone is the most powerful and safest water sanitizer on the market today. "Ozone is electrically charged oxygen," explains Garrick. "It's nature's disinfectant". These two processes ensure that the water is 100% safe but does not remove the essential minerals. Their water is tested in-house and also at an independent laboratory.

Processing of the refillable water bottles is also a stringent procedure. The three- and five-gallon water jugs are repeatedly inspected and, if they fail to meet standards that even include aesthetic appearance, they are recycled. Bottles passing inspection are washed and sterilized using environmentally friendly solutions. No bleaches or aggressive solutions are used.

Garrick is so particular about the quality of his product that he won't accept competitors' jugs.

"It's unfortunate that some companies do not even sterilize their jugs or do it properly", says Garrick.

"We take great pride in the cleanliness of our facility. We won't sell you a jug that we would not drink out of ourselves."

And finally, the water is ready for distribution. "We deliver six days a week throughout the city and surrounding bedroom communities on a call today, deliver tomorrow basis," explains Garrick. "Customers simply leave out their empties and full ones are left in their place when they get home."

We also have distributors in Selkirk, Pilot Mound and in the Winkler Morden areas of the Province.



Plant manager Dennis Leblanc, a certified water expert, oversees operations at the Jackson Springs Natural Premium Spring Water facility on Keewatin Street.

Health Expert recommends Natural Spring Water with Minerals



Hello and best wishes Chris and the Jackson Springs Family; congratulations on receiving your award for the best tasting water in the world. It is always very gratifying to know that what a person chooses to put inside their body is considered by world experts to be the Best in the world. Thank you for providing us with such an excellent product.

I thank you for giving me a tour of your facility a few years ago when I was looking for the best water available in Winnipeg for me, my family and my clients. I was thoroughly impressed with your attention to every detail right from your source in Middlebro to your quality assurance procedures, maintenance, cleanliness and your expertise.

The fact that your water contains trace amounts of minerals with no fluoride or sodium, is free of contaminants, is always an alkaline pH of 8.1 and consistently tastes wonderful is extremely important when choosing water to enjoy on a regular daily basis.

The decision to use and recommend Jackson Springs water was simply put: a "no-brainer".

Many of my clients and family now enjoy Jackson Springs water not just because it tastes great, but because it has helped them feel better in many ways especially for assisting their bodies with a variety of aches pains and digestive complaints.

We all need to enjoy an adequate supply of pure water on a regular daily basis for hydration to allow every single cell, tissue, organ and system to function at optimal levels, and for internal body cleansing and detoxification. Pure, natural spring water should be our main source of healthy liquid each and every day. In my humble opinion after many years of research, Jackson Springs water is the best product available for regular daily consumption to achieve the best results.

My family and I wish you continued success. Best regards,

E. Allan Bailey B.Sc. Phm./Master Herbalist