



# SOURCE™

———— Customer Story ————

WADDI PREMIUM WATER BRAND

AUSTRALIA

## GOAL

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Waddi is a premium, glass-bottled drinking water brand serving boutique hospitality venues with a focus on sustainability and local production. In collaboration with bottling partner Waddi Springs, an Indigenous-owned beverage supplier in Queensland, the Waddi team wanted to procure a supply of drinking water to fill their bottles that honored the renewable, eco-conscious values of the brand.

## CHALLENGE

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Known as the driest continent on earth, Australia's unpredictable rainfall patterns mean that bottlers often extract from precious groundwater reserves that may or may not become replenished, leaving already scarce natural resources further depleted. In order to uphold the sustainable ideals of Waddi and meet the needs of their customers, their water supplier would need to offer a non-extractive solution that was both scalable and high-quality.

## SOURCE PROJECT

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Waddi partnered with Zero Mass Water to become the primary off-taker from the SOURCE Field in the Gold Coast hinterland. Producing clean, fresh, locally-harvested, non-extractive water daily using only sunlight and air, Waddi is now able to not only provide their customers with perfect drinking water, but they're also able to grow their offering, providing jobs and support to Australian Indigenous communities.

# SOURCE™

SUNLIGHT + AIR = WATER

