



Mondo - Bangkok: the important reality of environmentally friendly mineral water

Dal nostro corrispondente a Bangkok - 17 mar 2023 (Prima Notizia 24) In Thailand, the issue of mineral water is of crucial

importance, Sai Yok Springs has officially unveiled its new Bangkok location where it will be distributing the fine, locally sourced mineral water destined for high-end hotels in the

Bangkok area that are mindful of Health and the Environment .

Sai Yok Springs hosted a successful soft launch party, attended by over 60 media, food and beverage, and hospitality professionals. The event marked the opening of the Sai Yok Springs warehouse on Chan Road, which will distribute the premium locally sourced mineral water to high-end health- and environmentally-conscious hotels and restaurants in the Bangkok area. As Thailand faces growing water consumption and waste challenges, and the hospitality and F&B industries strive for solutions to reduce their environmental impact, Sai Yok Springs provides a viable alternative for conscious consumers who seek quality, sustainability, and community engagement. Sai Yok Springs' soft launch is just the beginning of its mission to transform Thailand's mineral water industry into a sustainable, community-oriented, and environmentally conscious one. The company plans to expand its distribution to high-end restaurants and hotels throughout Bangkok, and eventually, the rest of Thailand. The event featured vegan boat noodles and desserts from Canes, along with sustainable cocktails with locally sourced ingredients by Kosapan mixologists. The highlight of the evening was the opportunity to taste Sai Yok Springs' still and sparkling mineral water, sourced from the pristine springs in Sai Yok, Kanchanaburi, just a few hours from Bangkok near Erawan National Park. Sai Yok Springs is Thailand's first closed-loop, locally sourced mineral water, packaged in reusable glass bottles. The brand prioritizes sustainability, community, and quality while empowering Phu Ongka villagers in Sai Yok, Kanchanaburi, by providing employment and contributing profits to local community development. "Our mission is to provide water with the highest standards, which has an absolute minimal footprint on the environment and treats nature, people, and the communities we operate in fairly and in the most healthy way possible," stated Mrs. Elodie Radach, Chief Executive Officer of Radach & Family Organics Co., Ltd., the company behind Sai Yok Springs. The brand has taken as many steps as possible to reduce its carbon footprint so that consumers can enjoy the delights of mineral water with as little as possible harm to the environment, whilst also generating positive social impact with each sip. The closed-loop system for reusable glass bottles is a recycling system where used glass bottles are collected, cleaned, refilled, and redistributed to consumers, creating a sustainable cycle. The refillable bottles are reusable for up to 200 cycles and are bottled in Sai Yok Springs plant, which relies solely on solar and hydropower and supplies employment for the local community. Elodie & Alexander Radach wrote: "Our journey into sustainability started after the birth of our first child. As

any parents, we started researching about what was the best for him, and it coincidentally almost always with the most ecological alternative. The high footprints, unnecessary transportation around the world and plastic pollution became important topics in our decision making. We decided to create something which we were missing from our years living in Germany: high quality mineral water, in reusable glass bottles. We want to give a new answer to the ecological nonsense of transporting water over thousands of kilometers in single use containers. We want to provide a water which has the absolute minimal footprint on the environment and treats nature, people and the communities we operate in fairly and in the most responsible way possible. Our natural water spring is in the beautiful Sai Yok, Kanchanaburi valley, nestled between two national parks, with distribution and customer service in downtown Bangkok. Sai Yok features some of the best and cleanest waters in Thailand”.

di Francesco Tortora Venerdì 17 Marzo 2023