



Introduction to The Deeside Water Company

The Deeside Water Company was set up in 1994 by George Simpson and his son Martin after a chance visit to the historic Pannanich Wells on Royal Deeside. This led to 20 months of extensive research into the healthy qualities and special properties of the water.

Hand bottling commenced in May 1996 and sales quickly grew. A building on site was upgraded and a bottling line capable of producing commercial volumes of water was installed in 1997 and upgraded the following year.

The company achieved Natural Mineral Water Status in June 1998 and sales continued to grow. In 2002 exports to Europe and further afield started and bottling commenced for Duchy Originals, the food company established by HRH The Prince of Wales.

In 2005 a new bottling line capable of producing 5,000 bottles per hour was installed and in 2007 a new warehouse was completed to provide additional storage space. Deeside Mineral Water is now supplied throughout the UK from selected supermarkets, independent stores, hotels, restaurants and wholesalers, as well as being exported around the world.

The company remains family owned and prides itself on providing an excellent product and personal service to our customers. We work hard on sustainability and in developing a positive working culture to benefit all.



Deeside Natural Mineral Water is a premium offering with great provenance and heritage. Ours is a “Fine Water”, from a real source, with a unique “terroir” and profile. This document offers an insight into the unique properties of the water, its provenance and heritage, and we would be happy to expand on any of these points.

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The Water

Not all water is created equal, water varies from country to country, from source to source, and no two waters are the same. Water quality varies from highly polluted to the purest mountain springs, free from contamination and as nature intended.

Deeside Mineral Water flows from the ancient springs at Pannanich Wells located 600 ft above sea level in the Cairngorms National Park not far from the Balmoral Estate on Royal Deeside. This is a protected area of outstanding natural beauty and a true wilderness.



The catchment hills are open heather moorland where over 1 billion litres of pure Scottish rainfall drops every year in one square mile around the springs. The hills act like a “giant sponge” and the water filters naturally through miles of cracks in the rocks.

After approximately 50 years the water emerges naturally under its own pressure through a fault line at the artesian springs. We don’t have boreholes and we don’t force the water out; we only use what nature provides.

The whole system is sustainable as part of the local water cycle with any water not collected running into the nearby river. This is one of the purest natural waters in the world.



Pure Scottish Rainfall



Naturally Filtered



Sustainably Sourced

With a geology, consisting mostly of hard granite this results in a water with a low TDS (Total Dissolved Solids) level of only 60 mg/l. giving Deeside Mineral Water a clean, crisp flavour profile and a unique natural chemistry. It also has a low nitrate level of less than 3 mg/l, an indication of how well protected a water is from its surroundings.

Unique Natural Properties

We all know water is good for us, but not all waters are created equally. Deeside Mineral Water is fundamentally different to most others because of specific characteristics in its natural chemistry, which can be measured in a laboratory.

Water refreshes and hydrates our bodies, but also acts at cell level to perform many functions all the time. Research suggests that the body works most efficiently when the fluids inside it have properties at certain levels.

Compared to most waters, Deeside Mineral Water has a very low mineral content, a low pH value and a low redox potential, which are all common measurements of water. The combination found in Deeside Mineral Water is unique and seems to encourage well-being and efficient operation in the body.

In addition to this, Deeside Mineral Water molecules join in smaller clusters meaning they are more quickly absorbed by cells to help keep hydration levels up. Over millions of cells, this increased hydration helps maintain healthy skin and vitality.

You could say Deeside Mineral Water acts like an antioxidant to help protect living cells from the harmful effects of oxidative stress to keep them healthier and perform better. This positive reaction builds up over millions of cells to become significant in the body, particularly over time, assisting detoxification and helping restore balance to bodily fluids.

Pannanich Wells was known as a curative spring historically and we have undertaken many clinical research studies at hospitals, universities and a skin clinic to confirm its healthy qualities. Deeside Mineral Water is one of the most thoroughly tested waters in the world.

Typical Analysis :

Parameter	Scale	Water Regulations Minimum / Maximum	Deeside Water
pH		0 – 14	6.1
Colour	mg/l	0 – 20	<5
Conductivity	uS/cm*	0 – 1500	85
Turbidity	FTU**	0 – 4	<0.1
Total Hardness	mg/l	0 – 1000	9
TDS / Dry Residue	mg/l	0 – 1500	60
Oxidisability	mg/l	0 – 5	<0.1
Calcium	mg/l	0 – 250	4
Magnesium	mg/l	0 – 50	3
Chloride	mg/l	0 – 400	9
Nitrate	mg/l	0 – 50	<3
Nitrite	mg/l	0 – 0.1	<0.01
Sulphate	mg/l	0 – 250	6
Ammonium	mg/l	0 – 0.5	<0.01
Sodium	mg/l	0 – 150	6
Potassium	mg/l	0 – 12	2
Aluminium	ug/l	0 – 200	<20
Copper	ug/l	0 – 3000	<50
Iron	ug/l	0 – 200	<20
Manganese	ug/l	0 – 50	<30
Lead	ug/l	0 – 50	<5
Zinc	ug/l	0 – 5000	<50

mg/l = milligrams per litre, ug/l = micrograms per litre,

* uS/cm = microSiemens per centimetre, ** FTU = Formazine Turbidity Unit
Variations to Typical Analysis are due to natural fluctuations in the water.

A Range of Products

Deeside Mineral Water is available in a range of glass and PET bottles, in both Still and Sparkling varieties. The branding is premium and quintessentially Scottish.



Product	Bottles Per Case	Cases Per Pallet	Bottles Per Pallet	Bottle / Cap
2 LTR PET STILL	6	80	480	Blue / Blue
500ml PET STILL	24	70	1680	Blue / Blue
500ml PET SPARKLING	24	70	1680	Clear / Green
250ml GLASS STILL	24	96	2304	Clear / Blue
250ml GLASS SPARKLING	24	96	2304	Clear / Green
750ml GLASS STILL	12	70	840	Clear / Blue
750ml GLASS SPARKLING	12	70	840	Clear / Green

Private Label

The Deeside Water Company also offer an “Own-Label” service using standard Deeside Mineral Water bottles, complete with personalized labels. Minimum order quantity is one complete pallet and further information is available on request.

Bulk Water

The unique natural chemistry and purity of Deeside Mineral Water make it an excellent base ingredient for any water-based product. The smaller molecular cluster size of Deeside Mineral Water creates a larger surface area making this water particularly suitable for spirits and soft drinks production.

Bag-in-Box style IBCs are used for this application which hold 1,000 litres within an internal bag liner, and which are filled and sealed under factory conditions. IBC options, costings and further information is available on request.

Heritage

The earliest mention of this special source came around 1245 by the Knights Templar who reportedly sampled the waters during their journeys through the Deeside Valley. It is also noted in historical records that the charming Victorian village of Ballater, in the beautiful Royal Deeside valley, came into being because of the "healing mineral waters" of Pannanich Wells.

In 1882-4, Frances Groome's *Ordnance Gazetteer of Scotland* described **Pannanich** like this:

“ **Pannanich Wells**, an inland watering-place in Glenmuick parish, Aberdeenshire, near the right bank of the Dee, 2 miles ENE of Ballater. Its four chalybeate wells, all near one another, on the N side of Pannanich Hill (1896 feet), are said to have been discovered by an old woman about the year 1760, and soon began to attract notice for their medicinal virtue. ...

In 1760, a local woman, Isabella Michie, who suffered from scrofula, (a fatal condition of the time), was led to Pannanich Wells and was completely cured, by bathing in and drinking the water.

At this time, Francis Farquharson, Laird of Monaltrie, a well to do local Lord, heard of the waters' great powers and had the foresight to build the Inn and bath houses for visitors and the granite monuments at the springs.

Word quickly spread about the curative waters and after many successes, visitors from near and far, the rich and poor all descended upon the area to taste and bathe in the "miracle waters". Adverts appeared in the Aberdeen Journal in the 1790s, placed by a local surgeon - Jonathan Troup, who attended Pannanich Wells each week. He had devised appropriate doses of water to be taken and recommended the best methods of bathing to treat skin complaints.

In 1843 James Brown wrote, "These Wells (Pannanich) ...Here at all times but more especially in summer, is a most immense concourse of people, from all parts of the country, afflicted with all manner of diseases, so that it may almost be compared to the "Pool of Siloam". People afflicted with rheumatism - people in a consumption - rickety bairns.... people ill in the typhus, scarlet and other fevers, all flock here to drink the waters in whose efficacy they have great faith."

Reports state that a great many people frequently visited the Wells, with the summer season in particular being a very busy time. Local historian Ian Murray wrote about the area and published a book. He found, "Visitors loved Pannanich; they came back year after year, again and again. I found references to how well they felt and how much of an appetite they had developed during their holiday".

Amongst the many visitors to Pannanich Wells were the rich and famous. Lord Byron was there around 1795 with his mother, when he was a small child and apparently returned in later life. Sir Walter Scott was there in 1822 and John Brown, who was to become Queen Victoria's famous Highland Gamekeeper, apparently worked in the existing stable in the mid-1800s.

Queen Victoria herself drank the waters in 1856 and wrote of them in her Highland Journals in 1870 following her visits to Pannanich. The references made by Queen Victoria showed she returned several times with other noble guests in her party, and they always drank the waters when they visited. The references to Pannanich Wells can still be found in her journals today.

Today the Inn and granite monuments at the Springs still stand and the water has never stopped flowing....