



Media Contact:
Mark Carmel
mark.carmel@wonderful.com
(310) 694-7438

FOR IMMEDIATE RELEASE

FIJI WATER IMPLEMENTS NEW RETAIL DISTRIBUTION MODEL

Change Will Ensure Highest Quality of Service for Customers

LOS ANGELES (July 10, 2018) – FIJI Water, America’s No. 1 premium imported bottled water, today announced a significant change in its distribution network that will result in the brand directly handling more of its own product delivery. The move will result in FIJI Water discontinuing its distribution partnership with Keurig Dr Pepper (KDP). This new distribution model will ensure a focused, superior experience for retailers and consumers.

FIJI Water will continue to work with many of its other trusted distribution partners in non-KDP territories and specialty channels, who remain closely aligned to FIJI Water’s goals and objectives.

“This change allows us to better serve retail customers and consumers by providing service levels commensurate with FIJI Water’s premium brand,” said Elizabeth Stephenson, president, FIJI Water. “FIJI Water will be able to provide a much better in-store experience for our customers, while also being more responsive to consumer demands as e-commerce and omni-channel shopping continue to grow.”

As part of the larger Wonderful Company family, recently named the fastest-growing midsize CPG company, FIJI Water will leverage significant capabilities, including the expertise of more than 300 sales and merchandising team members to improve the in-store customer and consumer experience. This distribution model change allows FIJI Water to bring Wonderful’s “concierge level” customer service, first honed in the produce category, to customers in the water category.

The transition will be complete by October 1, 2018.

About FIJI Water

FIJI® Water, natural artesian water bottled at the source in Viti Levu (Fiji islands), is the No. 1 premium imported bottled water in the United States. FIJI Water, known for its iconic square bottle, soft mouth feel and unique mineral profile, is the water of choice among discerning consumers and top chefs. Widely available at fine restaurants and hotels, all major retail channels and through a convenient home/business delivery service, FIJI Water has expanded globally to more than 80 countries. To discover Earth’s Finest Water®, please visit www.fijiwater.com, like us on [Facebook](#), or follow us on [Instagram](#) or [Twitter](#).