

# press pack

## SOURCE DES ABATILLES

157 bld de la Côte d'Argent • 33120 Arcachon • France  
[www.sourcedesabatilles.com](http://www.sourcedesabatilles.com)

Press contact:  
Agence Hello  
T. +33 785 194 518  
e-mail: [contact@agencehello.com](mailto:contact@agencehello.com)





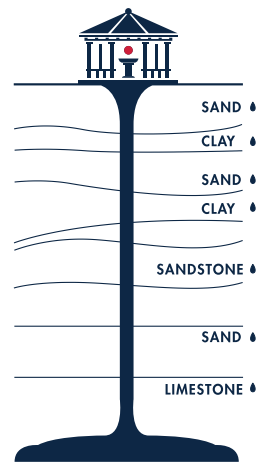
Maxime Castillo, professional bodyboarder

# Abatilles quick facts

DRINK WELL,  
DRINK LOCAL

50,000,000  
BOTTLES/YEAR

EXPTS TO  
30 COUNTRIES



472  
metres  
(1,549 feet)

SINCE  
1925  
in Arcachon

BETWEEN  
2013  
AND  
2019



100% recyclable

ZERO  
NITRATES

50  
employees

The spring only draws  
38% of the volume permitted  
by the local authorities  
(2018 figures)



2,000 restaurants in France

17 local starred  
restaurants

# Contents

## Drawing water responsibly

Water is a gift  
Our CSR policy  
Local & responsible

● *page 5*

## 100 years of history

Discovery - *roaring twenties* - 1923  
The spa years - 1926 to 1964  
Industrialisation - 1961 to 2013  
A new breath of fresh air - *since 2013*

● *page 16*

## Light and pure

Where does it come from?  
Lovely balance  
Low mineral content  
Zero nitrates  
Mineral content and purity guaranteed

● *page 8*

## Our partners

● *page 20*

## Abatilles water: good for everyone

La Bordelaise  
• Fine eating and drinking  
Everyday drinking

● *page 12*

## Mineral water science, tours & heritage

● *page 22*



# Drawing water responsibly

Water is a gift	6
Our CSR policy	6
Local & responsible	7



## Water is a gift

More than being an industrial mineral water producer, the Abatilles Spring is a **precious resource, part of nature's heritage** and a real gift that we must protect accordingly. Every day we strive to **balance the production-preservation equation**.



## Our CSR\* policy

*\*Corporate Social Responsibility*

Abatilles continues to grow while **controlling its production volumes**. It meets its ecological challenges and makes the necessary technical investments for its business to thrive. Our small team of **50 people** commits every day to apply our CSR policy with concrete and measured processes that aim to:

- Preserve the purity of our water
- Draw it in reasonable quantities
- Protect our immediate environment
- Reduce our environmental footprint



- Reasonable quantities: only **38%** of the volume permitted by the local authorities
- Optimised bottling process to reduce energy consumption (**40% less since 2008**)
- **Fully recyclable** bottles and caps, recovered and reprocessed
- Objective to recycle 25% of all plastic by 2025
- Participation in recycling PET\* bottles (packaging eco-tax\*)  
*\*PET = Polyethylene terephthalate*
- Regular decrease in the weight of plastic used in our bottles and caps
- Starting materials **sourced only in France**
- Volumes produced of the glass-packaged range **multiplied by 3** between 2013 and 2019
- Our employees are motivated to protect the environment
- **Sorting bins** for bottles, caps, plastic films, glass, cardboard and batteries in the workshop
- **Research and development initiatives** to seek out alternatives for plastic

# We are committed!

“ This is a long-term commitment to get the very best from our water and help people enjoy life together. ”

Hervé Maudet  
Abatilles General Manager

## Local & responsible

The identity of Abatilles is inherently linked to its connection with the area around the Bay of Arcachon and the affection it has from local people. Abatilles proudly asserts and demonstrates its bond with the **Bassin d’Arcachon** brand, which **helps define it. We are fully aware of our environmental and societal impact**, and contribute actively to local development by prioritising local partners and stakeholders.



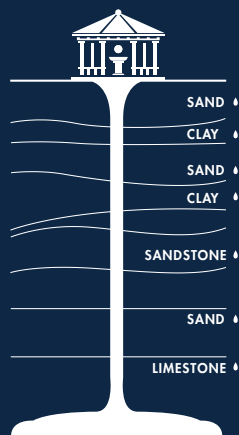
PURE,  
RESPONSIBLE  
WATER

### RECYCLING PET BOTTLES

Our 2019 eco-tax paid for 25,000 people to be able to sort their rubbish and the recycling of 1,347 tons of waste.



40%  
less energy  
since 2008



472 mètres



BOTTLES AND CAPS  
**FULLY  
recyclable**



BETWEEN  
2013  
AND  
2019

QUALITY CHECKS  
**34 per day**

Waste bottles, caps, films, glass,  
cardboard and batteries

**SORTED  
IN THE WORKSHOP**



TEAM  
WELL-BEING

The spring only draws  
**38%** of the volume permitted  
by the local authorities  
(2018 figures)

raw  
materials  
A small horizontal bar chart with a red segment representing 38% of the total length.  
**SOURCED  
IN FRANCE**

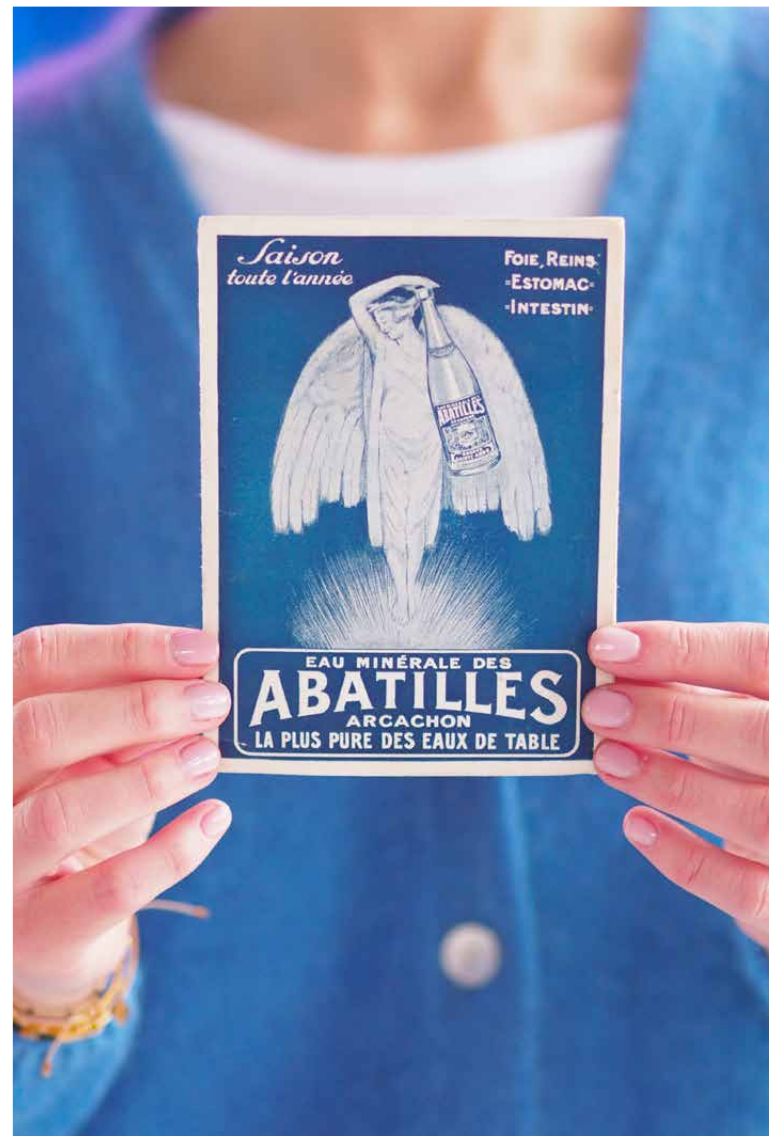
Contributor to the region's  
economic development



We prioritize **local partners**  
and stakeholders

# Light and pure

Where does it come from?	9
Lovely balance	9
Low mineral content	9
Zero nitrates	9
Mineral content and purity guaranteed	10





## Where does it come from?

The Abatilles spring was discovered by drilling that took place in 1923. The water is drawn from a **captive aquifer formed during the Eocene at a depth of 472 m (1,549 feet)**.

Every drop comes from rain that falls in the **Massif Central mountains**, which seeps through the ground at a speed of **1 km every 300 years**.

As it filters through rock, sand and clay, Abatilles Water takes on different minerals, which determine its make-up that has remained constant since 1925, and collects naturally in the aquifer.

Here **in the Abatilles** area by Arcachon Bay this water has been drawn and bottled directly **for nearly 100 years**.

“ **Unique, pure water that is great for the whole family!** ”



## Lovely balance

Its original underground purity and low mineral content, hailed by the Bordeaux Academy of Medicine, make Abatilles Water stand out and give it lovely balance due to the distribution of minerals in it.

**ZERO**  
**NITRATES**

## Low mineral content

With its rate of **354 mg/L of dry residue**, it features on the very short list of **French waters with low mineral contents**, because any excess minerals are filtered out as it passes through the different geological layers. It is liked for **its neutral taste and its draining and detox effects**. It aids the elimination of toxins without putting stress on the body's metabolism.

## Zero nitrates

Its unique depth of 472 metres (1,549 feet) acts as a natural geological barrier shielding against pollution and nitrates. Furthermore, there is no agricultural activity anywhere near the spring. It is one of the very few French springs to declare **zero nitrates\***.  
*\*lower than the detection limit*

*Interesting fact* 

*Nitrates themselves are not bad for the health. The harmful effect comes when they break down into nitrites, which affect the blood's capacity to transport oxygen through the body.*

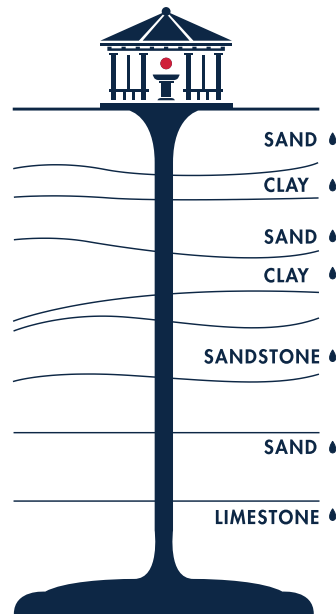
## Mineral content and purity guaranteed

Abatilles Water is drawn from below with perfectly protected equipment.

Its natural qualities and original purity as it emerges from the well **undergo**

**no processing or human contact** until you open a bottle of it!

Notably its composition, which must remain stable over time, is regularly **tested in-house and by the Regional Health Agency under the auspices of the French Ministry of Health.**



**472**  
metres  
(1,549 feet)

# 12,500

## quality tests per year

**IN OUR LABORATORY:** every two hours, tests are carried out on samples from different points: from the aquifer, as it emerges from the well, from tanks and from bottles, etc. Reference samples are also stored in the sample library for two years, so that preservation of the water's quality in our bottles can be checked.

**OFFICIAL TESTING:** every month, the Regional Health Agency performs independent analyses in laboratories certified by the French Ministry of Health. The Environment and Hydrology Laboratory carries out analyses at the well and on the bottling line, and takes samples from bottles.

**IFS Food Standard\***

Certified at higher level.

\* International certification that guarantees the safety and quality of our products.

**“ Natural mineral water is one of the most highly tested products in the food industry. ”**

# Interesting fact

Unlike Spring Water, whose composition can vary, Mineral Water must guarantee a consistent and stable mineral content.

**It is important to be able to tell the difference. Not all waters are the same.**

## Natural mineral water



Drawn from a single well, a natural mineral water's composition is distinctive in that it remains stable over time and has a balanced mineral content, and **requires no processing!**

**Added bonus:** its therapeutic qualities (its positive effects on health) have been recognised historically by the Academy of Medicine.

Because of the great depth from which it is drawn, Abatilles Water has a **unique composition; it is balanced and has zero nitrates, and this has remained unchanged since 1925.**

It is bottled directly from the aquifer and undergoes no manipulation or processing.

## Spring water



Spring water is drinkable as soon as it is drawn and undergoes no treatment, unlike tap water. However, its mineral content is not fixed and varies over time. Its composition offers no specific therapeutic qualities. It can come from different springs that are geographically far from each other.

## Tap water



Tap water comes from different sources: lakes, rivers or ground water. It must be filtered and disinfected with chlorine and ozone to meet regulatory requirements.

# Abatilles water: good for everyone

La Bordelaise 13

• Fine eating and drinking

Everyday drinking 15






## La Bordelaise

For several years, premium mineral waters have become essential in **the world of fine dining**.

Like wine, they stimulate the appetite and curiosity of consumers.

Many specialists, such as water sommeliers and wine connoisseurs, have developed growing interest in the subtleties of rare waters.

**Much more  than just mineral water**

Both **still and fine sparkling** Abatilles Mineral Water have introduced themselves into this category of Grand Cru Waters, thanks to:

- **Their origin and terroir.** Drawn from a depth of 472 metres (1,549 feet) for nearly a century in an exceptional, protected environment not far from Bordeaux and its fine wine estates
- **Their unique, balanced composition** with their low mineral content and zero nitrates
- **Their unparalleled taste.** Fresh and elongated on the attack, fine texture, round and very neutral
- **Their distinctive packaging** reminiscent of that of Bordeaux wines



## Still or fine sparkling natural mineral water

### GLASS



Recyclable glass range: 75 cl, 50 cl and 33 cl

### PET



Fully recyclable PET range: 1 litre and 50 cl

## Fine eating and drinking

Loved by chefs and foodies alike, **Abatilles Water** is a great favourite in restaurants of note. Its subtle taste and elegant bubbles enhance the flavours of the wines and dishes it is served with.



## 2,000 restaurants in France 15 starred restaurants in Gironde

- Amore - Bordeaux
- Au chien qui fume - Paris 2<sup>ème</sup>
- Auberge en Gascogne - Astaffort
- Auberge Saint-Jean - Saint-Jean de Blaignac
- Bovem - Bordeaux
- Café de la Poste - La Rochelle
- Café du Port - Bordeaux
- Café Français - Bordeaux
- Caudalie Smith Haut-Lafitte - Martillac
- Château Cordeillan Bages - Pauillac
- Château de la Tour - Béguey
- Charbonnel - Brantome en Périgord
- Chez Carmen - Toulouse
- Chez Hortense - Cap-Ferret
- Chez Mariottat - Agen
- Chez Pierre - Arcachon
- Christopher Coutanceau - La Rochelle
- Club TF1 - Paris
- Comptoir Cuisine - Bordeaux
- Couleur Café - Bordeaux
- Château de Monrecour - Saint-Vincent-de-Cosse
- Familia - Bordeaux
- Ganache - Bordeaux
- Garopailles - Bordeaux
- Gaya - Châtaillon
- George V - Paris
- Golf de Bordeaux-Lac - Bordeaux
- Hostellerie de Plaisance - Saint-Émilion
- Hôtel de la Renaissance - Bordeaux
- Hôtel L'Imprimerie - Paris Clîchy
- Hôtel-Restaurant Claude Darroze - Langon
- Julien Crûge - Bordeaux
- L'Albatros - Saint-Trojan-les-Bains
- L'Amazonia - Paris 8<sup>ème</sup>
- L'Équilibre - Bordeaux
- L'Escale - Cap-Ferret
- L'Essentiel - Poitiers
- L'Estacade - Bordeaux
- L'Imparfait - Bergerac
- L'Ombrière - Bordeaux
- L'Orléans - Bordeaux
- L'Uvarium - Moissac
- La Barbade - La Baule
- La Brasserie Bordelaise - Bordeaux
- La Chabotterie - Montrevert
- La Co(o)rniche - La Teste-de-Buch
- La Ferme aux Grives - Eugénie-les-Bains
- La Fleur de Sel - Noirmoutier
- La Grand'Vigne - Martillac
- La Martine - Paris 16<sup>ème</sup>
- La Table d'Hôtes - Le 4<sup>ème</sup> Mur - Bordeaux
- La Table de Montesquieu - La Brède
- La Terrasse Rouge - Saint-Émilion
- La Villa Noë - Pornic
- La Yole de Chris - La Rochelle
- Le 16 - Paris 16<sup>ème</sup>
- Le 7 - Bordeaux
- Le Beau Marché - Saint-Jean-de-Luz
- Le Big - Bordeaux
- Le Bistrot du Régent - Bordeaux
- Le Cardinal des Mers - Saint-Georges-de-Didonne
- Le Clos Saint Front - Périgueux
- Le Dijeaux - Bordeaux
- Le Gabriel - Bordeaux
- Le Grand Large - Île d'Oléron
- Le Louis XIII - Paris 6<sup>ème</sup>
- Le M Domaine de Rochebois - Vitrac
- Le Marly - Neuilly-sur-Seine
- Le Miramar - Biarritz
- Le Patio - Arcachon
- Le Pavillon des Boulevards - Bordeaux
- Le Pincemin - Versailles
- Le Pressoir d'Argent - Bordeaux
- Le Prince Noir - Lormont
- Le Pyrénéen - Toulouse
- Le Skiff Club - La-Teste-de-Buch
- Le Zagaya - Pornic
- Les Canailles Club - Toulouse
- Les Clés d'Argent - Mont-de-Marsan
- Les Prés d'Eugénie - Eugénie-les-Bains
- Logis de La Cadène - Saint-Émilion
- Monsieur Dior - Paris 8<sup>ème</sup>
- Monsieur Georges - Paris 8<sup>ème</sup>
- Piccolina - Paris
- Pinasse Café - Cap-Ferret
- Relais & Châteaux Michel Trama - Puymiro
- Restaurant la Pergola - Toulouse
- Restaurant Michel Sarran - Toulouse
- The Art - Courbevoie
- Turbine Bazacle - Toulouse
- Vivres - Rochefort

## Everyday drinking

Its unique composition, balance and zero nitrates make Abatilles an ideal water for everyday drinking for everyone.

It is like a family friend that has often shared everyday life and holiday memories for generations.

*The family's  
well-being partner  
that brings a breath  
of fresh air from  
the Arcachon Bay!*



## Still natural mineral water



In fully recyclable PET bottles: 1.5 litre and 50 cl

# 100 years of history

- Discovery - *roaring twenties* - 1923 17
- The spa years - 1926 to 1964 18
- Industrialisation - 1961 to 2013 18
- A new breath of fresh air - *since 2013* 18





1923

## Discovery in the roaring 20's

In 1923, Gabriel Maydiou, who owned land in the Abatilles area decided to drill for oil there. He hired **Louis Le Marié**, a Breton graduate engineer. At a depth of 472 metres (1,549 feet) the well became suddenly flooded and a jet of warm sulphur-rich water at 25°C (77°F) shot out to a height of 7 metres (23 feet).

**This was August 1923 and the Abatilles Spring had just been discovered!**

It was named Sainte-Anne by Louis Le Marié after the patron saint of Brittany.

**Pure water instead of black gold**



1923 - Discovery of the spring

The Bordeaux Academy of Medicine undertook analysis of the water and all the results confirmed that this was a **“health water” with therapeutic and diuretic properties fit for spa treatments.**

On 8th April 1925, its low mineral content and very balanced composition led to the foundation of the **Abatilles Spa Company**. The water was prescribed by doctors and distributed for sale in flagons exclusively in chemist's shops. During summer 1925, the Academy of Medicine and the French government granted official authorisation for the spa to operate.

In 1926, having built a pavilion to house bottling operations, the Abatilles Company decided to construct a small spa in the neo-Basque style with showers and bathrooms, a restaurant, a chic water bar designed as a kiosk, which is still the Abatilles emblem today. The spring and its landscaped park became a **major resort, where spa guests and world celebrities came for cures and parties!**

“Without any possible doubt, the most cheerful venue in the region. This is so true that when you arrive in Arcachon and ask the cabmen what is worth seeing, they all mention the Abatilles Spa Company park first. Elegant ladies frequent the Spring to remain youthful, while the gentry take the waters to recover from over-eating.”

1926 – Extract from contemporary documents.

This great progress was however interrupted for around ten years by the Second World War. It was only in the 50's when the Spring became one of the spas **certified by the French Social Security and patrons' expenses were reimbursed**, that business took off again.

1926 to 1964

## The spa years

During the period of reconstruction after the war, the French Spa and Climate Federation urged the government to use the spas that were recognised for their healing properties.

In 1954, basing their arguments on the health benefits of the Arcachon Bay and the medicinal qualities of Abatilles water, the mayor of Arcachon, Lucien de Gracia and the Director of the Spring, Doctor Penaud, managed to persuade the authorities to grant **reimbursement of Abatilles spa treatments by Social Security.**



since 2013

## A new breath of fresh air

In 2013, Jean Merlaut, a wine producer and merchant, and wine négociant **Hervé Maudet** fell in love with the Abatilles Spring. They took the leap of faith of investing in a **highly efficient production facility** and over the years have made the Spring into one of the **flagships of the local economy.**

The Abatilles brand has been built around a **strong regional focus**, the work of an **engaged, passionate team of women and men**, **robust regional partnerships with sport, well-being, fine dining and wine**, and **growing love of the product amongst its drinkers.**



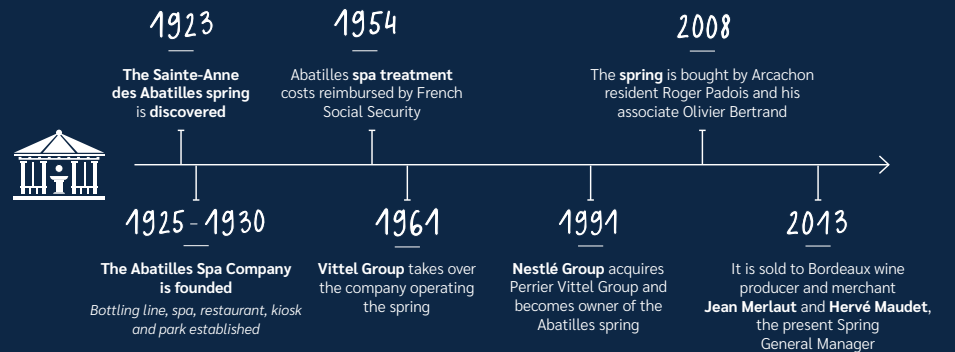
1961 to 2013

## Industrialisation

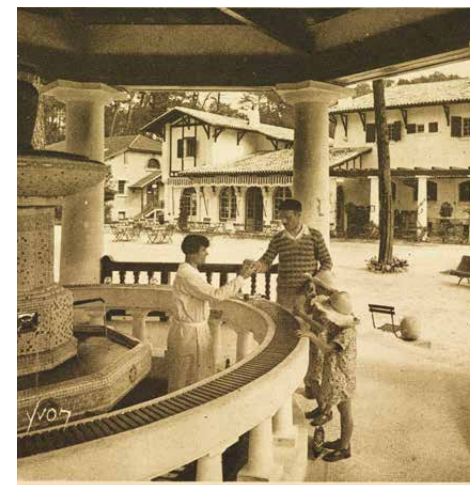
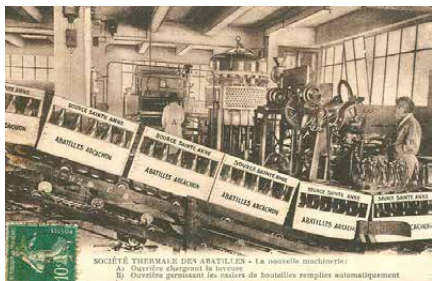
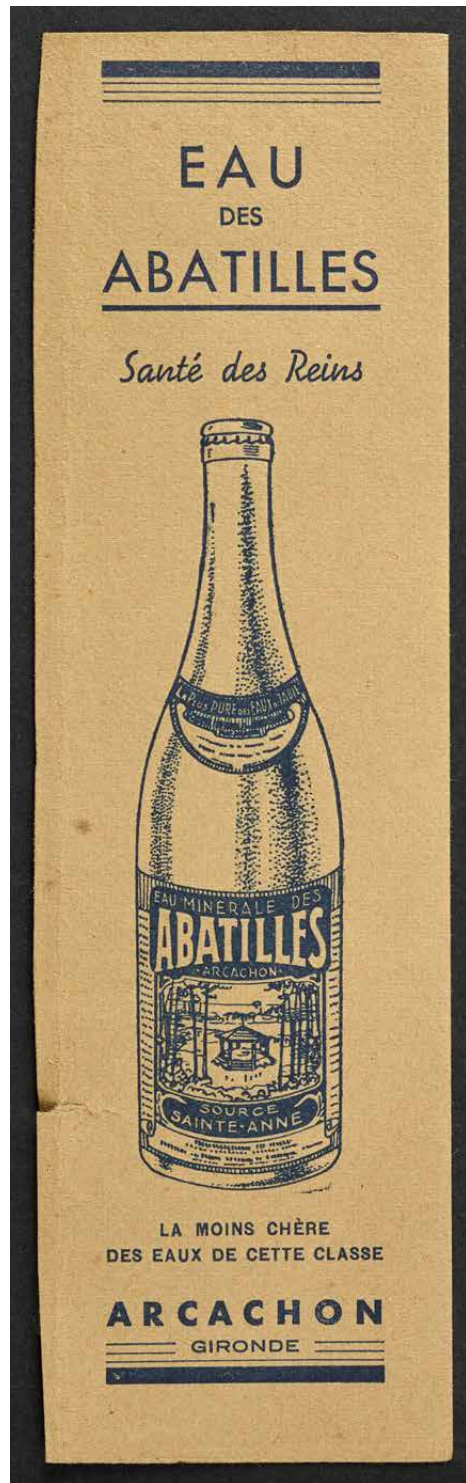
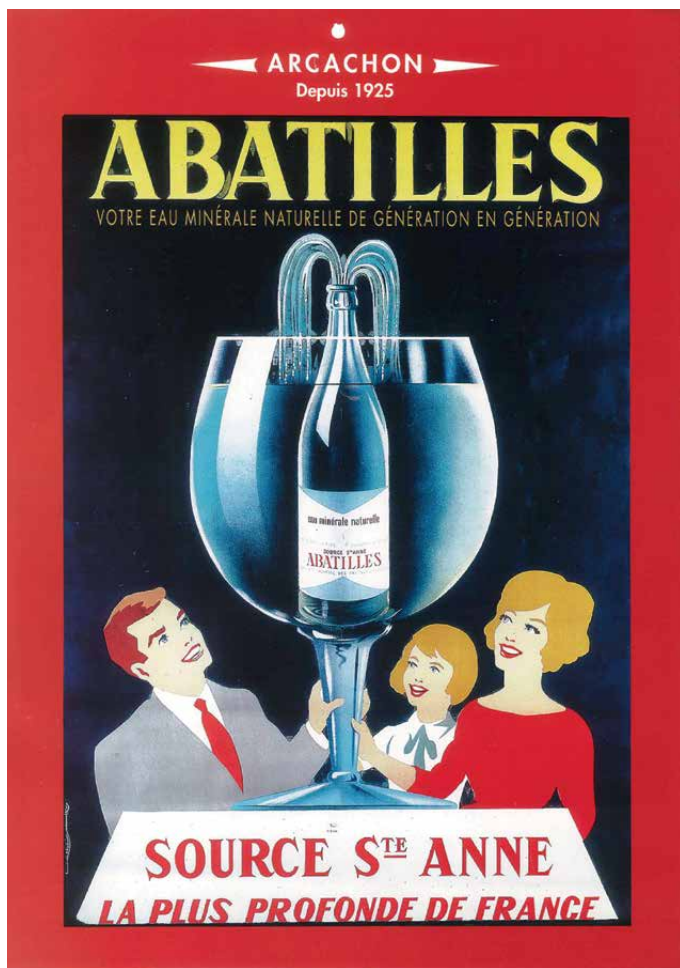
In 1961, **Vittel Group** took over Abatilles.

The Spring's order book exploded, and its bottling facility was used by other large groups.

In 1991, **Nestlé Waters Group** acquired Perrier Vittel Group and with it the Abatilles Spring. This ownership lasted until **2008**, when the Spring was taken over by **two independent businessmen**, one from Arcachon and his associate, who worked to build the water's brand recognition for a few years.









# Our partners





## Proud to refresh them all year round!

### Sport

Abatilles Mineral Water is the **regional water from Arcachon Bay** with its wide-open spaces and fresh sea air. It brings **well-being, purity** and good health. **Good health is all about sport and drinking water!** Sport can be a pastime or a competition, and it embraces the values that we promote in building close relationships, especially with the large family of local sportspeople and their clubs. We are already historic partners of Union Bordeaux Bègles, Girondins de Bordeaux, Matmut Atlantique Stadium, Bordeaux Metropole Marathon and more recently with the Toulouse Stadium.



### Wine & fine dining

Still or fine sparkling Abatilles Water served in Bordeaux bottles is a **very popular choice in restaurants**. The shape is strongly reminiscent of the classic Bordeaux wine bottle. All its qualities have made it an essential partner for a growing number of **wine organisations and events, and celebrations of fine dining**.



### And also:



**Mineral  
water  
science,  
tours &  
heritage**



## The schedule

Every **Tuesday** and **Thursday** throughout the year from **10.0** to **11.30 a.m.**,

**€10 per person per visit.**

**Free** for children **under 10.**

- **Guided tour** •

*The well and workshop with introduction to the 7 production steps*

- **Open-air photo exhibition** •

- **Small historical museum** •

- **Sale of “Made in Abatilles” goodies** •

- **Tasting the water from the spring taps** •

**PLEASE NOTE!**

*Tours must be booked through the Arcachon Tourist Office  
Tel. +33 557 529 797*



## European Heritage Days

Abatilles takes part every year in the European Heritage Days. This is a great opportunity to find out what goes on behind the scenes at the only natural mineral water spring in Gironde.

*Top team*







The house



