

Jeema purchases Aquafina factory

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Drinking water supply firm **Jeema Mineral Water Company** has bought the factory of Aquafina in Dibba in Fujairah.

Aquafina Pure Drinking Water is distributed by **Dubai Refreshment Company** across the Emirates.

The agreement came in line with the signing of a co-packing agreement, under which **Jeema** would undertake the monitoring of package operations of Aquafina trademark. **DRC** is the sole franchisee and distributor of Pepsi Cola International, 7Up and Aquafina products in the UAE.

Mohab Hanafy, General Manager of **Jeema Mineral Water Company**, said the agreement is in line with its expansion plan and mission to supply the best and purest drinking water in the UAE and Middle East.

"With this event, we aim to reach an income growth of 55 per cent in 2009 and to increase our market share by 35 per cent in the coming years," he said.

He also mentioned the deal will improve the manufacturing process of **Jeema** and will assist in the production of various bottle sizes. Currently, **Jeema** has 1.5litre and 600ml bottle sizes and 200ml and 140ml cup sizes.

"**Jeema** continues to widen its distribution line and assures **DRC** to fulfil the packing requirements of Aquafina," said a statement.

"This deal is both beneficial to **Jeema** and **DRC**," Tarek Al Saqa, General Manager of **Dubai Refreshment Company**, said.

DRC focused on the distribution of carbonated and non-carbonated soft drinks and production of bottled drinking water complemented their product range. **Jeema** has a vast experience in the production and distribution of the purest mineral water in the UAE. They have a wide array of customers ranging from supermarkets, to restaurants, to five-star hotels. Aquafina catered only to small restaurants. With this agreement, **Jeema** and Aquafina can provide bottled drinking water to all scales of business.

Jeema will cover large-scale corporations while Aquafina will deliver to small and medium-sized companies. The agreement will reduce production and delivery costs to Aquafina and will help maintain the source of mineral water.

Jeema will benefit as well in the expansion and enhancement of its production process with the additional plant. "This arrangement had already been agreed since last year and is not related to the economic crisis," Al Saqa said.

DRC will concentrate on the carbonated and non-carbonated soft drinks and will allow highly experienced people to handle the bottled drinking water.

Established in 1980, **Jeema** is one of the oldest companies and purest waters in the UAE. It delivers only the finest, high quality and untainted water fresh from the underground springs of Hatta.

With an annual growth of 35 per cent for the past two years, **Jeema** continues to expand and solidify its position as the region's number one mineral water producer and also maintains its international standards, said the statement.

{Zawya}