



## **Highland Spring Champions Hydration With Exclusive Scottish Rugby Partnership**

**Blackford 19<sup>th</sup> September:** Highland Spring, the UK's number one bottled water brand, are the new official water supplier to Scottish Rugby.

The exclusive two-year sponsorship will see over 50,000 litres of water supplied to Scotland's national men's and women's teams, U20 players, coaches, and support teams to ensure they stay healthily hydrated and on top of their game.

As part of the deal Highland Spring will also supply water to hydrate Scotland's two professional clubs, Glasgow Warriors and Edinburgh Rugby

Sport and hydration go hand-in-hand, and Highland Spring has a rich history of sponsoring and supporting major Scottish sports stars, associations, tournaments, and grassroots events. The new partnership offers multiple opportunities to promote healthy hydration to both players and fans and bring-to-life the provenance story behind the Highland Spring brand.

Every drop of Highland Spring water is sourced from the majestic Ochil Hills, Perthshire, Scotland where it is carefully drawn from protected, organic land to ensure every drop is just as nature intended. The range includes sparkling, still and a new flavoured water range and is available in retailers across the UK.

Fans attending matches at the home of Scottish Rugby, Scottish Gas Murrayfield stadium, will also be able to find Highland Spring products available for purchase at various retail points and in hospitality, and try their latest product, Highland Spring Flavoured Still Water, via dedicated sampling events to enhance their matchday experience.

The company focus on reducing litter and increasing recycling rates means the Scottish Rugby sponsorship also has in place a robust recycling plan to make it as easy as possible for everyone to recycle their empty bottles and give them another life.

Simon Oldham, Managing Director, Highland Spring Group, said: "We are really proud to be partnering with Scottish Rugby, helping the teams perform at their best through healthy hydration on and off the pitch and getting our products directly into the hands of Scotland fans. This sponsorship is a brilliant platform to showcase our iconic Highland Spring brand



and demonstrate the crucial link between maintaining peak performance through proper hydration. We look forward to supporting both the men and women's national teams as they prepare for the forthcoming Autumn Tests Series and Six Nations tournaments respectively."

Chris Healy, Commercial Director, Scottish Rugby said: "We are excited to bring such an iconic national brand as Highland Spring into our family of sponsors. This new deal enables our players and supporters to have access to, and enjoy the benefits of, an internationally renowned Scottish product and we look forward to working with the Highland Spring Group in the years to come."

**ENDS**

For press enquiries and additional imagery please contact:

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### **About Highland Spring Group**

Highland Spring Group is a leading UK supplier of natural source water. Now bottling over 550 million litres of water a year, the Highland Spring Group produces brands including Highland Spring, Hydr8 and a range of private label flavoured and unflavoured waters for some of the UK's major supermarkets and food service retailers. For further information on Highland Spring Group please visit [www.highlandspring.com](http://www.highlandspring.com)