



HIGHLIGHTS

June 2009 Newsletter

CENTRAL KENTUCKY'S WATER SOLUTIONS COMPANY FOR MORE THAN 25 YEARS

PO Box 100 Wilmore KY 40390 Ph 859-858-4407 • London 606-864-7508 • www.highbridgesprings.com



FROM THE PRESIDENT'S DESK

GREAT NEWS from Highbridge. I am pleased to announce that Highbridge Springs has acquired our long-time distributor in the Richmond, Ky. area. Richmond Distributing, owned by Marsh Ortttenburger, has been a loyal customer of Highbridge since the mid-1980s. Marsh began distributing Highbridge when bottled water was new and gaining popularity as a good beverage choice. Many times he even loaded his truck when we did not have the personnel to take care of him. Instead of making us shut down the line he would say, "carry on" and jump on the forklift and load his truck. Those were the days. Many thanks to Marsh for his years of business. Please tell anyone you know in the Richmond, Berea, and Irvine areas that we would love to have their business.

While I am speaking of distributors I want to mention our others, the two that have been with us as long as Marsh and our newest as
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Slow and Easy

ENDORING THE SLOW FOOD MOVEMENT

AT a time when so much of our life takes place in the fast lane—dashing with the kids from school to the grocery so as to have a quick meal before the ballgame or the TV program begins; rising to an early alarm to keep an appointment with a business colleague, a friend, or the dentist—it is so very refreshing to take note of a growing movement across the land called Slow Food USA. It is not brand new, but it may be news to some of us.

Slow Food is a concept founded on the notion of celebrating the bounty of food available to us from grocery stores, farmers' markets, vegetable gardens, and looking to strengthen the connection between this food on our plates and the health of our bodies and our planet.

We at Highbridge believe completely in the idea of a healthy lifestyle which incorporates sensible exercise regimens with a regular diet of locally grown foods, while rounding out both programs with a hearty dose of refreshing water—say Highbridge Spring Water for example. So the ideas embraced in the Slow Food movement are right up our alley. Such things as:

- Raising public awareness, improving access and encouraging the enjoyment of foods that are local, seasonal and sustainably grown
- Caring for the land and protecting biodiversity for today's communities and future generations
- Performing educational outreach within their communities and working with children in schools and through public programs
- Identifying, promoting and protecting fruits, vegetables, grains, animal breeds, wild foods and cooking traditions at risk of disappearance
- Advocating for farmers and artisans who grow, produce, market, prepare and serve wholesome food
- Promoting the celebration of food as a cornerstone of pleasure, culture and community.

With chapters across America, this is an undertaking which is much broader than we can describe in a few paragraphs. We do, however, want to include the mission statement from Slow Food Bluegrass, taken from their website at slow-foodbluegrass.org. It reads:

Slow Food Bluegrass is a Kentucky convivium of Slow Food International. We are a food education group dedicated to promoting growers and producers of good, clean and fair food products throughout the Bluegrass region. In partnership with related non-profit organizations, state government agencies, colleges and universities in our state, we raise awareness of food related issues that present challenges to the quality of life of the people in our state. Through our group's activities we intend to make positive contributions that will lead to the availability of healthier food and a cleaner environment for this and future generations of Kentuckians.

What is not to like about these goals?

CUSTOMER FOCUS: GRATZ PARK INN

The fashionable Gratz Park Inn is Lexington's only boutique hotel, and one of the city's most stylish spots. Its guests, many of them repeat customers, traditionally are among the most prominent visitors to the Bluegrass. A landmark on West Second Street in one of downtown's historic areas, the Inn is noted for offering first rate accommodations, impeccable service, and high-end products for their guests. Included among the fine products is their private label bottled water and Saratoga Springs premium bottled water. Both of these products come from Highbridge Springs.

Zedtta Wellman, manager of the Inn, is a firm believer in supporting local businesses and is a longtime fan of Highbridge Spring Water. In fact it's not unusual when one walks into her office to see a bottle or two of Highbridge on her desk. Zedtta says she prefers quenching her thirst with a bottle of room temperature Highbridge because it seems to work its magic much better and quicker than a cold bottle.

Cold or room temperature, we are glad she keeps Highbridge water within reach. And the next time you choose to stay at the Inn you can decide first hand between room temperature and a cold, refreshing bottle of our products. Or we might suggest that if you don't have immediate plans for a stay at Gratz Park, then consider doing the test at home with your own Highbridge water.



Zedtta Wellman, manager of Gratz Park Inn, shows off a bottle of the custom label bottled water that Highbridge does for the Inn. The attractive black, green and gold label is an eye-catching design that will catch your attention as you enter any of the standard rooms at the Inn where it is available free of charge for the enjoyment of their guests.

FROM THE PRESIDENT'S DESK (continued from front)

well. The old timers, who know how to drive our forklift as well as Marsh, are Revel Moore, D&R Vending, who services the Frankfort area and Don Embree of Danville Bottled Water who services the Danville and Harrodsburg areas. Our newest distributor is Trent Hamilton of Hamilton Beverage in Morehead, Ky. Trent has been in the delivery business for 30 years as a distributor for Heiner's bread out of Huntington, West Virginia. These are all great local companies who would appreciate any customer referrals in their areas.

Highbridge's other distribution point is our London warehouse which handles deliveries to London, Corbin, Williamsburg, Manchester, Somerset and other areas of south-eastern Kentucky.

To reach our distributors:
Richmond: 859-858-4407 or 888-547-6971; Danville Bottled Water: 859-238-4134; D&R Vending: 502-226-4666; Hamilton Beverage: 606-784-4126; London: 606-864-7508.

Linda Slagel

DEHYDRATION: A SUMMER CHALLENGE

Dehydration is a condition that occurs when someone loses more fluids than he or she takes in. Dehydration doesn't have to become a serious problem, but if you ignore your thirst, dehydration can slow you down. This is a circumstance that more likely can occur during the hot, dry, active days of summer, which are upon us now.

Our bodies are about two thirds water. When someone gets dehydrated, it means the amount of water in his or her body has dropped below the level needed for normal body function. Small decreases don't cause problems, and in most cases, they go completely unnoticed. But losing larger amounts of water can sometimes make a person feel quite sick.

You might hear that you can get dehydrated from playing sports. In reality, it's rare to reach a level of even moderate dehydration during sports or other normal outdoor activity. But if you don't replace fluid you lose through sweat as you go, you can become dehydrated from lots of physical activity, especially on a hot day.

Dieting can sap someone's water reserves as well. Beware of diets or supplements, including laxatives and diuretics that emphasize shedding "water weight" as a quick way to lose weight. Losing water weight is not the same thing as losing actual fat.

The easiest way to avoid dehydration is to drink lots of fluids, especially on hot, dry, windy days. Water is usually the best choice. Drinking water does not add calories to your diet and can be great for your health.

Get the picture? Cool refreshing Highbridge Spring Water is portable, good for you, and delicious. We recommend you stock up now.

Refer a friend to Highbridge

and receive three free 5-gallon bottles of water when that friend signs a contract with us. Simply have your friend or neighbor tell us you sent them and we will see that you receive your free water.

Thanks for thinking of Highbridge.