



# HIGHLIGHTS

February 2008 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



## FROM THE PRESIDENT'S DESK

Have you heard our snappy new radio spots on Magic 105.5? We want to make sure you all know about our fresh roasted, organic and guaranteed fair trade coffees. They're new and we are trying to get the word out so we put together a little something to play on the radio during afternoon drive-time. As the man on the radio says about our coffee, it's cool to be hot!

We also want to let you know that Highbridge does filtration or point-of-use coolers as they are called. This is fairly new for us as well and we want to be sure that if you are considering a filtration cooler for your place of business, that you give us a call. We will set up a free, no risk trial with a filtration cooler sitting right beside your Highbridge water cooler so you can do a taste test for a week or two  
*(continued on back)*

## It's Healthy to Think About Water

Diabetes. Obesity. Heart Disease. America's declining health is in the headlines every day. At a time when one of the greatest challenges facing this country is the health of its people, it's time to think about water. Calorie-free, refreshing water. Whether it comes from a faucet or a bottle, drinking water is an easy step people can take to lead a healthier lifestyle.

When we drink any beverage, it's likely to come out of a bottle or a can. In fact, 70% of all beverages consumed are from a container. That's a result of our 24/7, on-the-go society. So, as far as we're concerned, the drink in everyone's purse, backpack and lunch box should be water.

Bottled water is always there when you need it. During emergencies, such as earthquakes, floods, fires, tornados or hurricanes, the bottled water industry has provided millions of bottles of water to people and communities in need.

As more people choose to drink water, we must continue to protect and preserve the environment. Our bottles are 100% recyclable. We use lightweight plastic bottles and the bigger containers found on bottled water coolers in many homes and offices represent the largest reusable bottle business in America.

Highbridge supports new, more comprehensive recycling laws to reduce the amount of plastic waste in our environment. We are committed to working with other industries, local governments and individuals to improve plastic recycling rates, educate consumers, and create even more opportunities for people to recycle at home and on the go.

We realize that there are many different points of view on these issues but by working together we can take those steps that will improve our health and the health of our planet. Calorie-free, refreshing water—it's really what's best.

# CUSTOMER FOCUS: Allison Francis

Allison, you're going to get pulled over for transporting moonshine over state lines," my mom said laughing as I shut the trunk of my old white 1985 BMW. I was going back to Butler University in Indianapolis, Indiana. I was leaving my home in Paris, Kentucky, for higher education and taking six cases of Highbridge Spring Water with me.

Well, I think I could be excused for my "addiction" to this special treat. After all, Highbridge had been everywhere in my childhood. My family had begun drinking it—choosing the bottled water over tap water—when I was a youngster. We had a Highbridge cooler at home and one at our family-owned pharmacy. I can remember, as a little girl, watching people come back behind the counter, open the prescription they'd just paid for, take a cup from the cooler and pour themselves a nice cool drink to take their medicine. We even had people who would come to "visit" and chat about the daily happenings in our small town, quenching their thirst for gossip and refreshment at the same time.

As a young girl, I was diagnosed with a fairly serious illness and my mother determined to take whatever steps she thought necessary that would lead to the healthiest diet possible for me. It must have been a good decision, because here I am many years later—a grown woman enjoying life to its fullest!

I like to think Highbridge was excellent therapy for me back then and I still believe it to be an excellent choice when I reach for a beverage. Thanks Highbridge.

*Allison works as the Regional Advertising Consultant for a group of area newspapers.*



## FROM THE PRESIDENT'S DESK

*(continued from front)*

and decide if filtration will work for you. You won't get that same great taste of Highbridge, but for many people the taste of filtered water is good enough.

Give us a call or contact us at our website to inquire about our coffee or a filtration cooler.

My twelve year old daughter is working on a project for school. She's doing tests and research on soda and in the process she has uncovered some very interesting facts that I didn't know, such as:

- Every second about 790 gallons of soda are consumed throughout the world.
- If you stacked all the soda cans America uses in a year, they would reach the moon and back 10 1/2 times.
- As of 1997 the average American consumes 576 twelve ounce servings each year.
- The plastic soda bottle waste in the last five years from one major brand was about 21 billion bottles, which would fill 15 Georgia domes.

More of these factoids next time.

Regards,

*Linda Slagel*

## COLD WEATHER CALLS FOR HOT COFFEE

And Highbridge has just the right brew for you. Choose whole bean or ground and we will deliver right to the door of our Highbridge customers.

### WILDCAT ROAST

A dark-roasted, generously textured cup of coffee; warm and full-bodied with an uplifting lively finish. This is Lexington's finest dark roast.

### BLUEGRASS BLEND

Toasty, natural sweetness and balance of a medium-roasted Central American coffee bean; an elegant cup of coffee offering a mellow palate and a crisp, refined finish.

### DERBY DECAF

Natural water-processed. A smooth and sophisticated coffee blend; plenty of body and dark-roasted nutty flavor, with no unwanted caffeine.



Remember, selecting a coffee from the new line of Highbridge premium roasts means you are supporting Kentucky agriculture and its many producers, and you're giving your family the best. And, by the way, you're helping your community by keeping your food dollars at home. You, too, can be Kentucky Proud.

- Today males between 12 and 29 years of age drink an average of 2.5 twelve ounce servings of soda every day, females average 1.7 twelve ounce servings each day.

- The acid in soda wears away the enamel on your teeth.

The acid in soda takes calcium out of your bones and prevents it from settling to make your bones stronger and it increases the risk of osteoporosis.

- People who drink one or more sodas a day, diet or regular, are 48% more likely to develop metabolic syndrome – a precursor to heart disease and type 2 diabetes.

- Increased soda consumption may have something to do with kidney stones.

As we say at Highbridge, “Water, the drink of choice.”





John Doby is a longtime customer of Highbridge since 1986. Moved back to his hometown of Corbin from Atlanta after he retired from teaching at Emory University. He was a professor of Psychology and Statistics. He has even written 3 books about his teachings.

Mr. Doby has long time connections with the Griffin Family, going back to the 1930's when he was a teenager in high school he met George Griffin Sr. when George was traveling central KY with Laurel Grocery. George Sr. enjoyed talking to the then young John and they shared many conversations of issues of the day so George Sr. offered to give John rides to and from school, just for the good conversation and the good company.

When John moved back to Corbin he started purchasing gallon jugs of water at the local grocery store because he liked the taste, said he didn't taste of chlorine, "just good water".

When asked his age he didn't hesitate, said he was 87 years old. I asked him if Highbridge Spring Water was one of the reasons he has lived this long and he said "sure, if that's what you want to believe"!

He was thrilled once HBSW started delivering water and coolers to his rural area, this meant he wouldn't have to carry it from the grocery store, it was now going to be delivered to his door step!