



January 18th, 2022

Icelandic Glacial would like to formally propose the following Partnership Option for the City of Miami Beach.

Brand Highlights

- Exceptional Source:
 - Icelandic Glacial is sourced from the Ölfus Spring, formed over 5,000 years ago and continually replenished from the mountains through rain, snow, and ice melt.
 - The Ölfus Spring has been declared sustainable by Zenith International, and the local government in Iceland has applied a 128,000-acre exclusion zone around the spring. Of those acres, Icelandic Glacial owns 4,000 of them directly surrounding the spring.
- Naturally Pure:
 - Water travels directly from the underground spring into the bottling facility and maintains positive air pressure through the entire bottling process.
 - The water entering the spring, filtered slowly through layers of lava rock, gives Icelandic Glacial an uncommonly high natural pH of 8.4 and low TDS of 62ppm.
- Unrivaled Sustainability:
 - Certified Carbon Neutral for both product and operation for over 10 years. First bottled water company to receive that designation.
 - Notably, our facility in Iceland is fueled entirely by green geothermal and hydroelectric power, and in logistics we utilize otherwise empty cargo space on vessels already returning to the United States & Europe.
- Category Comparison:



	ÍCELANDIC	FIJI WATER	evian	VOSS	ACQUA PANNA	SAN BENEDETTO	S. PELLEGRINO	Topo Chico
Still (PET Bottle)	✓	✓	✓	✓	✓	✓	✗	✗
Sparkling (PET Bottle)	✓	✗	✓	✓	✗	✓	✓	✓
Still (Glass Bottle)	✓	✗	✗	✓	✓	✓	✗	✗
Sparkling (Glass Bottle)	✓	✗	✗	✓	✗	✓	✓	✓
Sparkling Flavors	✓	✗	✗	✓	✗	✗	✓	✓
Carbon Neutral for over 10 Years	✓	✗	✗	✗	✗	✗	✗	✗
50% rPET*	✓	✗	✗	✗	✗	✓	✗	✗
Aluminum Packaging*	✓	✗	✓	✓	✗	✗	✓	✗
Sustainable Source	✓	✓	✓	✗	✓	✓	✓	✓



Aluminum Product Image



Pricing & Rebate

SKU Pack Size	330ml Aluminum Still & Sparkling 30 units per case	330ml PET Still 30 units per case	500ml PET Still 24 units per case	500ml PET Sparkling 12 units per case	750ml PET Still 12 units per case	330ml Glass Still & Sparkling 24 units per case	750ml Glass Still & Sparkling 12 units per case
Front Line Cost	\$ 24.80	\$ 22.60	\$ 23.60	\$ 11.80	\$ 18.80	\$ 28.00	\$ 25.00
Discount Per Case	\$ 6.80	\$ 6.60	\$ 8.10	\$ 2.30	\$ 3.80	\$ 7.25	\$ 6.25
Delivered Case Cost	\$ 18.00	\$ 16.00	\$ 15.50	\$ 9.50	\$ 15.00	\$ 20.75	\$ 18.75
Rebate Per Case	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	-	-
Net Cost- Per Case	\$ 17.00	\$ 15.00	\$ 14.50	\$ 8.50	\$ 14.00	\$ 20.75	\$ 18.75
Net Cost- Per Unit	\$ 0.57	\$ 0.50	\$ 0.60	\$ 0.60	\$ 1.17	\$ 0.86	\$ 1.56

*Aluminum packaging launching June 2022

Additional Support:

- **Signing Bonus:** \$5,000
- **Flex Marketing Fund:** \$12,000 per year (equating to \$2.00 per case based off depletion estimate of 6k cases)
 - This funding is allocated yearly to support mutually agreed upon priority events.

Distribution:

- Eagle Brands (3201 NW 72nd Ave, Miami, FL 33122)

Please contact leadership directly with feedback.

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