
Inside the Bottle:

An Expose of
the bottled
water
industry



Tony Clarke



Across North America, the bottled water industry is exploding. Bottled water sales are now the fastest growing segment of the entire beverage industry. Over the past decade, the consumption of bottled water has more than doubled in the U.S. alone, in Canada, bottled water consumption now outpaces that of coffee, tea, apple juice or milk.

Inside the Bottle provides a vivid and disturbing portrayal of how four big companies Nestlé, PepsiCo, Coca-Cola and Danone --- dominate the bottled water industry today. It examines key issues of public concern about their operations, including how they:

- pay little or next to nothing for the water they take from rural springs or public water systems;
- turn 'water' into 'water' through elaborate treatment processes;
- produce a product that is not necessarily safer than, nor as regulated as, tap water;
- package it in plastic bottles made of toxic chemicals that are environmentally destructive;
- market it to an unsuspecting public as 'pure, healthy, safe drinking water.'
- sell it at prices that are hundreds and even thousands of times more costly than ordinary tap water.

This book also identifies what people can do in their communities to:

- stimulate public awareness and debate about these issues.
- challenge and resist the more exploitive practices of the big-4 bottled water companies.
- promote the rebuilding of public tap water systems and services.
- develop alternative models of bottled water production that are locally controlled and ecologically sustainable.

Bulk orders of the book at reduced rates are available from the Polaris Institute and can be used as a tool to educate others and raise funds for local water struggles! Contact insidethebottle@polarisinstitute.org or call +1.866.346.6602.

Tony Clarke is the founder and director of the Polaris Institute. He is also the author or co-author of nine critically acclaimed books including ***Blue Gold: The Battle Against the Corporate Theft of the World's Water*** [with Maude Barlow] which has been translated into 12 languages and published in 40 countries.

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