

***RETIRED MEN'S ASSOCIATION OF GREENWICH, Inc. (RMA)  
invites you to attend its meeting, on Wednesday, Jan. 16, 2013.  
First Presbyterian Church, Lafayette Pl., Greenwich.***

***KIM JEFFREY***

***BOTTLED WATER, A STRATEGY FOR GROWTH***



Americans are buying more bottled water than ever. In 2011, total bottled water sales in the U.S. hit 9.1 billion gallons—29.2 gallons of bottled water per person. Translated into the standard half-liter size, that comes to 222 bottles of water annually for each person in this country.

Kim Jeffrey is the President and Chief Executive Officer of Nestle Waters of North America, based in Greenwich, the leading bottled water company in North America with 9,000 employees, 27 plants, and more than 100 facilities. Mr. Jeffrey joined Nwana in 1978 as a Sales Manager, rising to the company's top position in 1992. At that time, Perrier was the only brand marketed. Since then, Nwana has developed into the leading bottled water company in America, with sales of more than \$4.4 billion. The company owns seven of the top ten U.S. brands including Poland Spring and Deer Park, and owns and distributes Perrier and Pellegrino, commanding a 34% market share of the bottled water category in America.

Throughout his tenure, he has made environmental stewardship a priority and has been an industry leader in building green plants, reducing water use, protecting 14,000 acres around more than 100 spring sites which Nwana owns, and reducing raw material usage through light-weighting and self manufacture of packaging. He launched a decade-long partnership with The Nature Conservancy, and currently chairs the recycling task force of the American Beverage Association.

Mr. Jeffrey received the Beverage Forum Lifetime Achievement Award in 2007, and was inducted into the International Bottled Water Association Hall of Fame. He also serves on the Executive Board of the ABA, and is currently on its Board of Directors. An avid golfer, he lives in Greenwich with his wife Mary and their four young children.

**RMA members and their guests should arrive by 9:45 AM for our full meeting. The general public should plan to arrive at 10:45 AM. Meetings are held at the First Presbyterian Church in Greenwich. No Charge and No Reservations are required. For additional information, call Bernard Schneider, 203-698-2558; bgsesq@gmail.com.**