



SINCE 1989  
**HILDON**  
*Delightfully Still*  
AN ENGLISH  
NATURAL MINERAL WATER  
OF EXCEPTIONAL TASTE  
FROM THE HILDON ESTATE IN THE  
TEST VALLEY, HAMPSHIRE

SINCE 1989  
**HILDON**  
*Gently Sparkling*  
AN ENGLISH  
NATURAL MINERAL WATER  
OF EXCEPTIONAL TASTE  
FROM THE HILDON ESTATE IN THE  
TEST VALLEY, HAMPSHIRE



**Why Hildon?**



# Our Story

The Hildon name, synonymous with classic style and quality, started its 28 year journey on a humble dairy farm.

Since then Hildon has gained an international reputation as one of the most iconic British bottled water brands and is now available in 36 countries worldwide.

We are delighted to share our story so far, through our pursuit of excellence and spirit of innovation, whilst still remaining true to our original brand values.



**HILDON**  
NATURAL MINERAL WATER

# Our Home

Hildon is bottled at source on the Hildon Estate, nestled in the famous Test Valley, in the heart of Hampshire. Our idyllic estate provides a natural safe haven for a variety of native wildlife.

The term ‘Natural Mineral Water’ is a legal definition, which guarantees our authenticity and provenance.



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# Our Quality Credentials

- Winners of countless awards for our taste profile
- Served in some of the most prestigious 5 Star Hotels and Restaurants around the world
- Hildon is chosen by the Institute of Masters of Wine, Roux Scholarship, Three Wine Men and the LIWF as the perfect accompaniment to the most demanding tastings and events because of our absolute purity of flavour, making it a perfect accompaniment to wine and food



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# Quality Matters

*"Being a Michelin three star restaurant for more than two decades creates a responsibility which is now part of our daily life. The same counts for all products we serve to our customers at The Waterside Inn."*

*'We feel - and more importantly our customers too- that the Waterside Inn and Hildon are a perfect marriage.'*

ALAIN ROUX



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# Our Ethical Stance

- Continuing the legacy of our founder Christian Heppe
- Charity, contribution to the community and support of our people and our customers are core pillars of the Hildon business
- The first Natural Mineral Water company to declare its ethical stance, with the creation of the Hildon Foundation
- Working with our charitable partners: children's hospice Naomi House and Jacksplace, Hampshire & IOW Wildlife Trust, Help for Heroes & NSIF
- Hildon see ourselves not as the owners of the land, rather as the guardians of the 160-acre environment for generations to come



# Why Natural Mineral Water is your natural choice

	Natural Mineral Water	Spring Water	Tap Water	Bottled Tap Water	Filtered Water
Safe to drink	Yes	Yes	Yes	Yes	Yes
Must be wholesome in its natural state	Yes	Yes	No	No	No
Treated	Limited	Yes	Yes	Yes	Yes
Bottled at source	Yes	Yes	No	Can be	No
Must specify composition	Yes	Yes	No	No	No
Must have a constant composition	Yes	No	No	No	No
Natural or processed	Natural by Law	Natural	Processed	Can be either	Processed



Hildon's awarding winning taste comes from 50 years in the making through the natural filtration of the chalk hills of the Test Valley



GLASS RANGE



1 Litre

750 ml

500 ml

330 ml

PLASTIC RANGE



1 Litre

750 ml  
Sports Cap

750 ml

500ml  
Sports Cap

500ml

330ml  
Sports Cap

330ml

GLASS RANGE



1 Litre

750 ml

500 ml

330 ml

PLASTIC RANGE



1 Litre

750 ml

500 ml

330 ml



**HILDON**  
NATURAL MINERAL WATER

# Esteemed Customers

It is our privilege to supply some of the most prestigious restaurants, hotels and venues.

**These are just a few:**

- The Royal Household
- Harrods
- The Waterside Inn
- Goodwood
- The Royal Albert Hall
- The Royal Opera House
- Chewton Glen and Cliveden Hotels
- Harvey Nichols



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# Brand Partnership

Hildon has selected events, shows, sponsorship and partnerships which reflect our brand and our target audience.

## Some of our partners:

- The Royal Albert Hall
- Tate Galleries
- Harrods
- Guards Polo
- The Roux Scholarship
- AA Awards
- The Cateys
- Restaurant Awards
- The Institute of Masters of Wine
- Southampton Football Club
- Goodwood Festival of Speed and Revival



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# International

We currently export to 36 countries around the globe including:

- Ocean Club, Spain
- Grand Hyatt, Hong Kong
- The Upper House, Hong Kong
- The Continental, Hong Kong
- Mandarin Oriental, Hong Kong
- Habtoor Grand Resort, Autograph Collection
- W Dubai – Al Habtoor City (Starwood Hotel & Resorts Worldwide)
- The Westin, Dubai
- Metropolitan Hotel, Dubai
- Eastern & Oriental Hotel, Malaysia
- Dubai Polo & Equestrian Club
- The Ritz Carlton, Miami, USA
- Hotel D'Angleterre, Copenhagen, Denmark
- Waldorf Astoria Palm Jumeirah, Dubai
- Conrad, Hong Kong



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# Hildon Insights

- Privately owned. Able to make quick decisions
- Flexible glass & PET pack formats
- On site bottling & production. State of the art machinery for fast and efficient order fulfilment
- Capable of working with private label contracts
- Enjoyed in over 30 countries worldwide
- Own fleet of green vehicles
- Dedicated account management teams
- In-house design and social media teams
- Widely regarded in trade as easy to do business with

*“We pride ourselves on having long lasting, meaningful relationships with our partners, sharing with us our core values to excellence. We are proud to have been working with Hildon as a preferred supplier to the Royal Opera House since 2008.”*

Katherine Cox - Partnership Manager



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# Investing in our Future

Hildon, renowned for quality, is in its 28<sup>th</sup> year of trading and is enjoyed in the finest establishments all over the world. In 2016, a £5.5 million investment in cutting edge technology into our new manufacturing facility has allowed us to stay ahead of the game.

At Hildon we believe in providing our esteemed clients with the best quality and service possible.



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# Brand Individuality

It is often the small details which have greater meaning. Hildon's brand image and attention to detail reflects our culture and customer expectations. The design of our bottles captures the purity of each drop of Hildon, an important reflection of Hildon itself.

Through determination and vision, Hildon has been at the forefront of design and innovation. Hildon were creators of the 750ml size and Bordeaux shaped bottle and the first company to market both still and sparkling under the same branding. Always ensuring its place in the market remains 'Beyond Compare'.



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# Exceptional Taste

Hildon is naturally filtered through the surrounding chalk hills enriched with a unique blend of essential minerals during its 50 year journey, creating a pure natural mineral water, with clarity of taste that is distinctly Hildon.

We have won the Chefs' Choice Awards 2013, 2014, 2015, 2016 and recently won the 2017 Restaurant Magazine Award, Best Bottled Water category. Hildon is regularly the brand choice of world famous sommeliers and chefs because of its exceptional flavour.



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# Perfect Refreshment

*“You need pure, neutral water, with no perceptible smell, saltiness or oiliness, to keep the palate fresh and clean.”*

**Serena Sutcliffe,  
Head of Sotheby’s International  
Wine Department and Master of Wine.**

*“Of course, Hildon is not a vintage. But make no mistake your palate will taste the difference.”*

**Hamish Anderson, Tate Galleries**



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# High Quality

*'We are delighted to be working with Hildon and it is wonderful to have such a high quality English water whenever we need to refresh our palates.'*

**Oz Clarke,  
Three Wine Men**



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# Going the Extra Mile

Ideas come from everywhere; they move in many directions and carry the business forward. As an independently owned business we have the flexibility to focus on our client's individual needs. We would be proud to explore with you a new range of possibilities through our social media, newsletters, website and co-operative marketing.

*“We have been tremendously impressed by the quality of the water as well as by Hildon's general level of service and aftercare, always there to assist when called upon.”*

**Antonio Vigorito, Food & Beverage Manager  
St James Hotel and Club 5\* Hotel,  
Michelin Star Restaurant**



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THANK YOU