

employees work out of three locations: the original spring water factory in the Blue Mountains, an administrative, sales, and bottling office located at 11 Courtney Walsh Drive in Kingston, and the recently acquired Spike Industries, another Kingston-based company that produces a range of juices, box drinks, and soy products.

Kadia Wright, Peak's Marketing Manager, explains why the firm has become one of the largest bottled water company in Jamaica, with exports to the Caribbean and the United States: "We're one of the first spring water company in Jamaica," she says, "so a lot of people grew up on the brand, 'Catherine's Peak.' It's brand recognition – people know the brand and once they see the logo, they know exactly what it is. We've been keeping that at the top of the consumer's mind, so even when competition enters the market, we are able to keep on top because of the huge amount of brand equity that we enjoy.

AT A GLANCE

WHO: Peak Bottling Company Limited

WHAT: A privately owned, limited liability company engaged in the bottling and distribution of spring water and other beverages.

WHERE: Kingston, Jamaica

Email: www.peakbottling.com

Wong adds that while Jamaican tap water is not bad, per se, the way it's transported and treated has helped people turn to bottled water as a better-tasting and healthier alternative. "The local water agency, in its bid to make ground water potable, uses a lot of chlorine and sometimes leaks in the piping system cause impurities," he says. "With that, a lot of people prefer to

