



go with safe, bottled water. In addition, over the years, hurricanes and weather events have rendered ground water unsafe. So a lot of people relied on the bottled water segment to help them through. Households got into the habit of using bottled water and the industry has grown tremendously.”

Peak’s purchase of Spike Industries a few years ago, was done in an attempt to add some new products to its portfolio – juice and beverage drinks made with water purified by reverse osmosis, as opposed to natural spring water. “One of the reasons we bought Spike,” says Wong, “was because of the resources it had – it was able to produce in quantity a purified water product to go along with our spring water. Spike allowed us to do that in a significant way. They were in business for over twenty years. Wong adds that a current goal of the company is to consolidate the two distribution plants – one bottling sweet beverages and the other

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9800 N.W. 17th Street, Doral
Miami, Florida 33172 USA