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Top brand not all it seems

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THE label on bottles of Aquafina water, America's largest brand, will soon be changed to spell out that the drink comes from the same source as tap water.

The decision by PepsiCo, the owner of Aquafina, follows pressure from a consumer group.

Aquafina bottles are currently labelled "PWS". The new labels will spell out "public water source".

"If this helps clarify the fact that the water originates from public sources, then it's a reasonable thing to do," PepsiCo spokeswoman Michelle Naughton said.

The successful consumer group, Corporate Accountability International, is pressing for similar concessions from Coca-Cola and Nestle Waters North America.

Sales of bottled water - as a substitute for carbonated drinks - have been a growing source of revenue for companies such as Pepsi and Coca-Cola.

US cities are promoting the benefits of tap water as criticism of the packaging used in bottled water mounts.

San Francisco's mayor last month banned the city from buying bottled water.

Source: The Sun-Herald

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