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# akuna blue

## Northern Territory Water to Quench Thirst at Australia's Largest Food and Wine Show

~Akuna Blue™ Announced as the Official National Water Partner of the Good Food & Wine Show~

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**Akuna Blue™**, the premium artesian bottled water brand, sourced and bottled in Australia's Northern Territory, has been named the **Official National Water Partner of the 2017 Good Food and Wine Show**.

Akuna Blue is an offering from NT Beverages Group Pty Ltd, the NT's only bottled water company that specialises in Still and Sparkling bottled water.

The Good Food and Wine Show has the reputation of being Australia's largest, longest running and most awarded consumer food and wine show where over 100,000 consumers walk through the doors each year to the four shows starting off at Melbourne, followed by Sydney, Perth and Brisbane.

Ecstatic about the partnership, Visha Bhargava, National Marketing Manager of NT Beverages said, *"We are both proud and excited to have Akuna Blue associated with Australia's biggest Food and Wine Show alongside credible chefs and brands. Akuna Blue, is our premium bottled water range in elegant glass bottles, with a refreshing smooth taste and is sourced from the pristine Outback of Australia. Hydration is key, and we are gearing up to hydrate the biggest names in the food industry through this partnership."*

The Good Food and wine show will showcase the culinary artistry of Australia's local and interstate chefs cooking up a storm LIVE on the Good Food Theatre stage while they stay hydrated with Akuna Blue water!

*Claire Back, Event Director of the Good Food and Wine show commented on the partnership saying, "We are absolutely delighted to have NT Beverages Group on board as our National Water partner for the 2017 Good Food and Wine shows. Not only does Akuna Blue look great but it has a fresh smooth taste. Akuna Blue will feature in all our masterclass areas and will be available for sale from their stand at all four shows."*

The Good Food and Wine shows are an opportunity for people to enjoy a fun day out with friends discovering new foods, new wines and the latest products from hundreds of local and international exhibitors taking place at:

**Melbourne:** 2<sup>nd</sup> - 4<sup>th</sup> June, at the Melbourne Exhibition and Convention Centre, South Wharf.

**Sydney:** 23<sup>rd</sup> – 25<sup>th</sup> June, at the International Convention Centre, Darling Harbour.

**Perth:** 14<sup>th</sup> – 16<sup>th</sup> July, at the Convention and Exhibition Centre, Mounts Bay Rd.

**Brisbane:** 27<sup>th</sup> – 29<sup>th</sup> October, at the Convention and Exhibition Centre, South Brisbane.

Tickets for the show are available via the Good Food and Wine Show website.  
Book now to taste Akuna Blue, Australia's Finest Still and Sparkling Artesian Water.

**-ENDS-**

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**Or Visit:**

[www.ntbeverages.com.au](http://www.ntbeverages.com.au)

[www.akunasprings.com.au](http://www.akunasprings.com.au)

[www.akunablue.com.au](http://www.akunablue.com.au)

Akuna Blue TV Commercial - <https://www.youtube.com/watch?v=Fl-IfnHBThc>



**About NT Beverages:**

Headquartered in Australia's Northern Territory, NT Beverages constructed the Territory's only bottled water company in 2014. The FMCG company launched 2 bottled water products in late 2016 in the Northern Territory gradually marking its national and international footprint earlier this year.

The company portfolio includes

**Akuna Springs™**- the convenience range available in PET bottles,

**Akuna Blue™ Still** – the premium product range available in custom designed glass bottles and

**Akuna Custom™** - custom / private labelled bottled water.

**Akuna Blue™ Sparkling** will be launched in late 2017.

The brand name '**Akuna**' originates from the dialect of the Larrakia people, the traditional inhabitants of the Top End. It means 'free flowing water' and 'the way forward', a term that is perfectly synonymous with the brand.

The water is drawn from a natural artesian aquifer that's formation is over 1 million years old. The mineral-rich water contained in the South Alligator Dolostone aquifer at Acacia Hills in Darwin, NT, is naturally purified over 10,000 years through a series of limestone and quartz rocks, giving the water a crisp and refreshingly smooth taste.