

Swiss A.G. to Launch Premium Alpine Mineral Water: Swiss AlpWater



Zurich, Switzerland Jun 22, 2025 ([Issuewire.com](https://www.issuewire.com)) - Swiss Strategy Aktiengesellschaft (A.G.) announced today the launch of Swiss AlpWater, a new premium brand of natural alpine mineral water sourced directly from the Swiss Alps. The company aims to capitalize on the growing global demand for high-quality, naturally sourced hydration products.

The water originates from a specific location in the Swiss Alps (coordinates 46.09N, 7.11E), near the town of Saxon. According to Swiss Strategy A.G., preliminary analyses show a mineral composition that includes 19.9 mg/l of Sodium (Na) and 10.3 mg/l of Chloride (Cl), contributing to its electrolyte content. The company highlights that this natural mineral composition provides essential electrolytes for optimal hydration.

The development of Swiss AlpWater has been a collaborative effort. AlpWater SA, a limited corporation based in Saxon, Switzerland, founded in 1981, partnered with Sources Minerales Henniez S.A. to complete the bottling process. Henniez, a name with roots tracing back to Roman times and the popular 17th-century European “taking the waters” culture, brings established expertise in mineral water bottling to the project. Series production of the bottled water is scheduled to commence in the fall of this year.

Currently, Swiss Strategy A.G. is actively seeking investment to facilitate the global market launch of Swiss AlpWater. They are engaged in discussions with private investors, institutional funds, and potential licensees both in Europe and overseas. The company aims to position Swiss AlpWater as a competitor to established brands like Evian, emphasizing its similar natural electrolyte content derived

directly from the alpine source.

"We are thrilled to introduce Swiss AlpWater to the world," said Marina Krueger, Ph.D., Chief Medical Officer of Swiss Strategy Aktiengesellschaft. "This premium water embodies the purity and quality of the Swiss Alps, offering consumers a naturally refreshing and hydrating experience."

Swiss Strategy A.G. is a Swiss marketing firm focused on promoting science-based innovations within Switzerland. They aim to foster partnerships between scientists and the Swiss marketplace, supporting the development of patented inventions, start-up ventures, and innovative products and services like Swiss AlpWater.

Disclaimer: These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Photo Caption: A pristine, glacier-fed alpine lake in the Swiss Alps, showcasing the natural source of Swiss AlpWater. Clear blue water reflects the surrounding snow-capped peaks, emphasizing purity and freshness.

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Source : Swiss AlpWater

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