

Paraguayan NYNE water wins top prize at Taste Awards

At this year's International Taste Awards in Brussels, Belgium, the Paraguayan mineral water brand NYNE received the highest possible rating and top marks.



Asuncion, Paraguay Jun 4, 2024 ([IssueWire.com](https://www.issuewire.com)) - The International Taste Institute classified the alkaline water from the heart of South America as an Exceptional Product, the highest possible award the Institute grants.

The brand had already received top ratings on previous occasions, for example at the Fine Water Association's annual water conference.

"We are of course very proud and extremely pleased with this result, it is not easy to get this rating," says Carsten Pfau, CEO of Hydro Invest, the company that owns NYNE Water. The German-Paraguayan entrepreneur acquired the water brand in 2021. Equity capital from Germany, Austria and Switzerland made it possible to build a new bottling plant in Bella Vista in southern Paraguay, which was completed at the end of last year.

What makes the Paraguayan mineral water, so special is its naturally high pH value of 9.6 and high silicon content. The taste of the water is described as silky-soft, sometimes even slightly sweet.

"We are actually a pure export company, our water is particularly popular in Arab countries, but we also have our sights set on the US market," says Carsten Pfau. The investor, known in Paraguay for his TV shows *Libres para Elegir* and *El Audaz*, sees mineral water as one of the most promising investments for the future. "Water will soon be more valuable than oil, and high-quality water cannot be valued highly enough," continues the 54-year-old.

IPO planned

Now that the new bottling plant has been completed, and the first export agreements have been signed, Hydro Invest is also preparing for an IPO in Paraguay. The company will list its stocks on the Asunción Stock Exchange. The capital raised from the planned IPO will be used to build another, much larger bottling plant in order to be able to utilize the full capacity of the water sources in the future. At full capacity, the company will be able to fill over one million bottles per day. Sports drinks would then be bottled in the current plant.

Alkaline water has already become a trend in many countries around the world, particularly in the USA, Japan and Canada. Growth rates in this market segment have recently exceeded even the most optimistic expectations.

“The health benefits of an alkaline diet are becoming more and more apparent, and alkaline mineral water plays a very important role in this context. The market prefers naturally high pH values to artificially generated values. With NYNE, however, we not only have a naturally high pH value, but also a velvety-silky taste, a very rare and therefore particularly valuable combination,” explains the company's CEO.

The success story of the Paraguayan water brand looks set to continue for the time being.

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