

# Fiji Water: Greenwashing

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# Background Information

- In 1996, David Gilmour developed a concept to bottle the artisan water found on the island of Fiji and sell it globally.
- The water was captured from an artesian aquifer housing tropical rainwater that had been filtered through volcanic rock.
- In 1997, Fiji water began to be distributed to the United States.
- Fiji Water had become a major success. Because of this, a new 110,000 square foot bottling plant was established in 2000, an additional bottling line in 2004, and a third one in 2006. Fiji was now shipping over 50 million cases a year internationally.
- In 2004 David Gilmour sold the company to Stewart and Lynda Resnik who moved the corporate headquarters to Los Angeles



# Consumption Trends

- Since 2000, bottled water has had the fastest growing segment of the entire beverage business.
- Americans are the highest consumers of bottled water
- As for consumption of water per person, Mexico and Italy has the highest in the world with the United States coming in ninth

