

Sent: Wednesday, January 16, 2002 3:40 PM
Subject: FOOD & BEVERAGE SERVICE WATER MARKET

Dear Aquathin Dealer On-Line...and especially those in Europe!;

The quick read article below discusses the increasing need for water treatment in the food and beverage industry. One of my very first jobs when I started in this industry 25 years ago was treating water (1000gpd) for soup stocks at a central commissary for a retail chain of restaurants. Our treatment back then added shelf-life to the product by reducing spoilage prior to use. Many of you already know the growing need in the food service markets because you have installed Aquathin systems in groceries, restaurants, health food stores, deli's and the like. It would be worth your while to focus your sales team's "ProCalling" efforts on this market.

Warmest regards to all,

Alfie

[Industry Outlook - 1/16/2002 11:28:27 AM](#)

Water treatment sales to food sector to rise

LONDON — Growth rates and segment-specific needs within the food sector market in Europe are likely to increase opportunities for suppliers of water and wastewater treatment equipment, according to international marketing firm Frost & Sullivan.

Currently, the food sector is the largest industrial investor in water and wastewater treatment equipment because of safety and purity concerns, associated regulatory forces and environmental demands.

After extensive interviews with key water and wastewater treatment plant managers in the food sector, Frost & Sullivan estimates the food sector will account for about 9 percent of the total market sales of water and wastewater treatment equipment. The share of this sector is expected to grow to double-digit figures by 2005, Frost & Sullivan predicted, which will increase the market value to above US\$400 million from the estimated US\$334 million in 2001.

The average annual investment levels currently remain around a moderate US\$30,000 per plant, but the sheer scope provided by the

enormous customer base presents significant sales opportunities within the sector.

Significant upgrades and expansions are also made every 10 to 20 years. Overall, the current annual investment in the maintenance and replacement of existing installations ranges from a few thousand dollars to nearly US\$500,000 per customer, Frost & Sullivan said.

Increasingly, the firm reported, suppliers are expected to address a gamut of demands from the food sector embracing both service-related factors and product-related benefits.