

CEDEA

Dolomites' Luxury Mineral Water

CEDEA Srl
Dolomites, Italy



cedea

CEDEA • Dolomites' Luxury Mineral Water

Cedea is the only mineral water from the heart of the Dolomites UNESCO, coming to life at the feet of Her Majesty the Marmolada, aka the Queen of the Dolomites, their highest mountain.

Cede

a gushes cold and pure from the bare rock **with its own energy**, at 1500 metres of altitude, and it's bottled exclusively in glass just a few metres away from the spring.

Light and sweetly alkaline, it's low mineralised with 130mg/l total dissolved solids and pH 8,1.

Its low sodium content (0,0064 g/l) and its balanced mineral contents make Cede

a the ideal water for the diet of today's lifestyle.

Cedea has been awarded internationally several times for its Quality and Taste.

- **Zenith Global** – Global Bottled Water Awards (Dubai): Best Natural Still Water in the World;
- **Acque Minerali Academy** (Italy): Quality Certificate;
- **International Taste Institute** (Bruxelles): Superior Taste Award;
- **American Beverage Testing Institute** (Chicago): The Tastings Awards;
- **The Fine Water Society** (Ecuador): The Taste Awards.

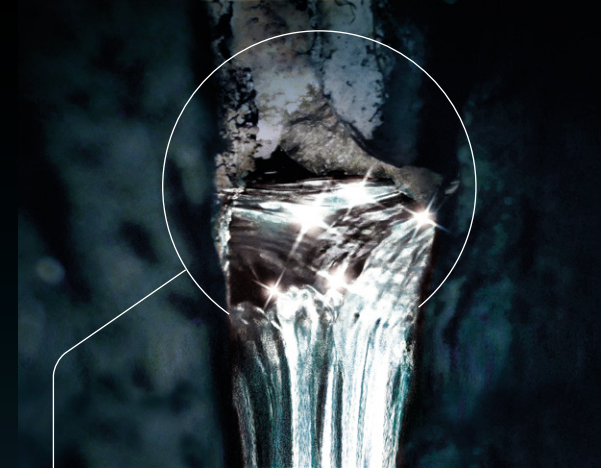
Temp. at source (°C) **6,9**
TDS at 180°C (mg/L) **130**
pH..... **8,1**
Ca++ (mg/L) **29,6**
Mg++ (mg/L) **7,1**
Na+ (Mg/L)..... **6,4**

K+ (mg/L) **0,3**
HCO₃⁻ (mg/L)..... **111,3**
SO₄⁻ (mg/L)..... **16,5**
SiO₂ (Mg/L)..... **10,7**
Cl⁻ (mg/L)..... **< 1,0**
F⁻ (mg/L) **< 0,1**



WINNER

Best Natural Still Water



This is the exact point where Cede

a mineral water comes to life, with its own energy.

It's a natural, deep crack in the bare rock and the Cede

a water flow is actually visible, as rarely happens in nature.

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Cedea was the Goddess of Water and Life by the traditional legends of the Ladin people, that inhabited the Dolomite mountains for over fifteen centuries.

The packaging design of Cedea is indeed inspired by the Ladin Dolomites and the legends and myths revolving around their unique natural light phenomenon called **Enrosadira**.

Caused by the special mineral dolomite, these mountains light up in a reddish, burning hue at sunrise and sunset, lending the scenery a magic ambience. By "resembling the legendary magic Garden of Roses", (that originated the long-stem rose flower brandmark as well), the packaging of Cedea wants to capture this very moment, to carry the Dolomites high values.

The result is a **glass bottle that makes the water glare** and flare to surprising and unique effect. The colours of the bottle are meant to resemble the special glow of the Dolomites bathed in the mineral's rose red and the blue of the sky.

Cedea mission is to make the Dolomites values known to the rest of the world. Cedea was born to create a luxury product based on a high concept of exclusiveness, thanks to unique features. A different mineral water, with an innovative personality, highlighting the distinctiveness of those who drink it.

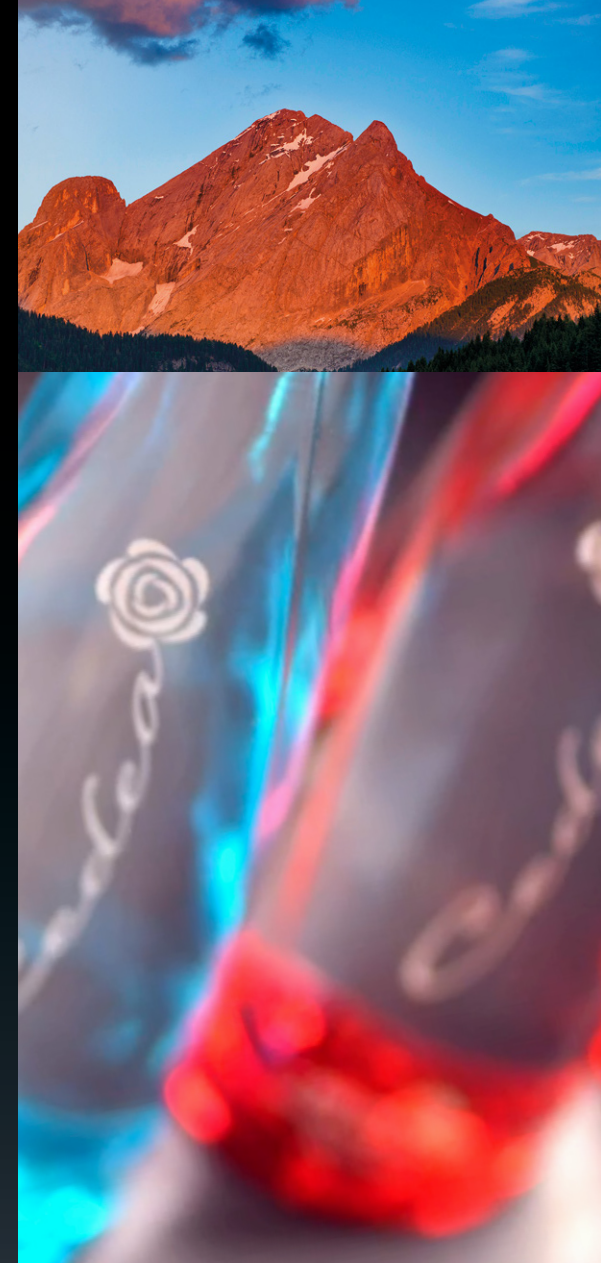
The Cedea packaging design earned some of the most significant awards worldwide. Cedea has been awarded by the global **Red Dot Award**, the **A'Design Award Competition**, the **Muse Design Awards**,

the **Good Design Awards** of the Chicago Athenaeum Museum of Architecture and Design, the **Zenith Global GBWA**, the **ADI** Industrial Design Association of Italy, and many other global recognitions.

Cedea, thanks to its quality and design, has been chosen by **Automobili Lamborghini** as their Mineral Water and Official Partner.

 VISIT THE WEBSITE
<https://www.cedea.com>

 WATCH THE DESIGN VIDEO
<https://vimeo.com/324796469>



CEDEA • Dolomites' Luxury Mineral Water



red dot award 2018
winner



A' DESIGN AWARD
WINNER 2019
SILVER



WINNER WINNER
Best Packaging / Label Design Best Glass



Some Design Features

The coloured bottom is sculpted with the Cedea Rose Symbol and generates very visible, vibrant light effects.

Water level looks always coloured.

The vertical spiral carvings make the shape delicately asymmetric and sensual.

Labelling is silkscreen printed. The backlabel is shifted laterally, so it becomes frontally invisible.

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Cedea Acqua Minerale Enrosadira comes both in Still and gently Sparkling qualities, with their twin bottles differently coloured in vibrant red and blue, and with their bottom embedding the sculpture of the Cedea Rose.

The available bottle sizes are 750 ml and 375 ml.

The small bottle of 375ml is designed to fit the major standards of refrigerators used in hotels and bars.

Cedea is packed in boxes of 12 bottles.

The ETHICAL POLICY of Cedea, gift of Mother Nature, is simple:

Maximum Standards, Maximum Natureness, Maximum Sustainability, Maximum Quality.

- Top quality packaging
- No plastic bottles
- Green energy
- Green factory
- No human intervention in harvesting
- Zero impact on the environment
- Less than “Zero Kilometres” product



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