

# Nestlé Waters claims radical San Pellegrino shelf life extension with new PET coating



Nestlé Waters recently stated that a novel silica dioxide coating added to its 500ml San Pellegrino PET water bottles, has cut their weight by up to 17% (without changing the shape or colour), increased their carbon retention, and their shelf life from 12 to 15 months. The company also claimed that it is the first global water brand to use the coating technology, which has been approved by the European Food Safety Authority and the US Food and Drug Administration.

Valeria Norreri, Nestlé Waters' international marketing manager, told *BeverageDaily.com* that San Pellegrino sparkling water packaged in 500ml bottles suffered from a faster loss of carbonation than larger formats, and that the PET bottles treated with the coating guarantee perfect carbonation of the water, despite temperature changes

during transport, weather differences between destination countries, and time elapsed from the filling of the bottles up to their consumption.

Norreri said that Nestlé Waters' unnamed partner - with whom it worked to develop the technology for San Pellegrino - had supplied the coating to brewers for years, and that the company had conducted extensive tests before using it in PET water bottles.

She added that the technological advance resulted in Nestlé Waters installing two new coating machines - operating at a line speed of 24,000 bottles per hour, to keep up with customer demand - within its 500ml bottle production lines located at the San Pellegrino Terme plant in Bergamo, Italy.

When asked why the company had finessed the technology for 500ml bottles alone, and how easy it would be to roll out the coating across all San Pellegrino bottle sizes, Norreri said: "The supplier technology is not currently able to work on bigger sizes. It's the size (500ml) that sells more, and it is perfect, as small formats are the ones more subjected to carbonation loss. The advantages are better barrier and also less PET."

She added that although there had been an increase in production costs driven by the technology it also allowed the company to lightweight the bottles (adding value on the environmental side), so no price increase had been charged to consumers.