



PRESS RELEASE

Date : 16.06.2023

Subject: Limited Edition for National Day

Sources Rosport is launching a limited edition of its bottles for National Day.

To celebrate Luxembourg's National Day, "Sources Rosport" has announced the launch of a limited edition of its "Rosport Classic", "Rosport Blue" and "Rosport Viva" one-litre returnable glass bottles.

For this special edition, the Luxembourg company collaborated with illustrator Liz Kummer, who created unique labels in the colours of each of the products. The basic idea behind this initiative is to offer a limited edition each year, highlighted by a Luxembourg artist, to celebrate Luxembourg's National Day together.

A collaboration with artists from Luxembourg

Last year, "Sources Rosport" launched a limited edition of its naturally sparkling mineral water, "Rosport Blue". This edition was created by Lisa Junius, whose blue world was a perfect match for this product, which is present on the best tables in Luxembourg. The many positive responses encouraged the management of "Sources Rosport" to make this an annual event.

The artist chosen for this edition, Liz Kummer, is a Luxembourg illustrator who specialises in creating unique visual universes for everyday consumer products. It is in her studio in Luxembourg City that the magic happens, and Liz came up with the styling and design of the labels for this limited edition. Her creative process took place in several phases. Armed with 2 starting themes: "Sources Rosport" and "National Day", she drew inspiration for her design from the brand's slogan "D'Waasser vum Liewen" (Water of life). The message "zesumme liewen, zesumme sinn, zesumme feiern" (living together, being together, celebrating together) was an obvious choice.



It was with this in mind that she presented her project to the “Sources Rosport” team, who simply adored her artistic interpretation of the collective celebration around the fireworks display on the 22th of June. The festive, magical and sparkling atmosphere that the illustrator was able to convey, charmed the entire team.

The choice of returnable glass bottle

The choice of bottle for this limited edition naturally fell on the returnable glass bottle, which meets all the criteria in terms of both quality and ecology. Made from over 70% recycled glass, they can be filled up to 50 times and are 100% recyclable at the end of their life cycle.

By choosing not to export its products, “Sources Rosport” ensures a very short distribution circuit, keeping environmental impact to a strict minimum.

“Sources Rosport” recommends that customers do not delay in obtaining bottles bearing the Liz Kummer labels, as the National Day 2023 edition is strictly limited and is likely to run out quickly given the current summer weather. They are already available in many shops, Drink Shops and drinks outlets.

Digital press release and pictures

The press release and pictures can be downloaded from our website:

www.rosport.com under the "ACTUALITES" tab: <https://rosport.com/fr/actualite>

If you have any other questions or require visuals, please do not hesitate to contact us.

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About Sources Rosport S.à R.L.

Founded in 1959, “Sources Rosport” produces carbonated and non-carbonated natural mineral waters: “Rosport Classic”, highly sparkling, “Rosport Blue”, slightly sparkling, and “Rosport Viva”, a still natural mineral water. Since 2012, “Rosport Pom's”, a refreshing “Apfelschorle”-type drink made from apple juice and Rosport sparkling water, has also been part of the Rosport family. In 2018, “Rosport mat” made its debut. This is a sparkling mineral water with no added sugar and flavoured with lemon, lime, mint or grapefruit. In 2020, “Sources Rosport” launched “Rosport Sunny”, a drink based on still mineral water mixed with fruit juice and available in 3 flavours: lemon/lime, peach and lemon/ginger.



The aim of this 100% Luxembourg-owned SME is to appeal to consumers through the unique taste of its drinks, the rich and balanced composition of its mineral salts and the variety of its products. Respect for the environment, social responsibility and safety in the workplace are also key priorities for the company. The company is ISO9001:2015, ISO14001:2015 and ISO 45001:2018 certified, and has been awarded the ESR label by the INDR every year since 2011. Choosing a “Sources Rosport” product means opting for bottles produced and sold exclusively in the Grand-Duchy of Luxembourg. This choice was made in the hope that, with the active participation of its customers, each bottle could be entirely reconstituted and recycled by the company, in order to reduce waste and the carbon footprint to a minimum.