



## PRESS RELEASE

*Date: 16/06/2025*

*Subject: Collaboration with Cindy Hergaux – Limited Edition for National Day*

**To celebrate Luxembourg's National Day, *Sources Rosport* presents its 4th limited edition of returnable glass bottles – in collaboration with Luxembourgish illustrator Cindy Hergaux.**

Continuing its annual partnerships with Luxembourg artists for National Day, *Sources Rosport* unveils this year the fourth edition of its exclusive returnable bottles.

Launched three years ago, this artistic initiative reflects *Sources Rosport's* commitment to promoting local creativity by giving artists the opportunity to express themselves through iconic labels and a nationwide campaign.

### ***Collaboration with Luxembourg artists***

In 2022, for National Day, *Sources Rosport* launched its first limited edition of its naturally sparkling mineral water *Rosport Blue*. For this first collaboration, the brand teamed up with Lisa Junius, whose blue universe perfectly matched the identity of this elegant product, seen on the most beautiful tables across the country. The enthusiastic response and positive feedback led the company to make it a recurring initiative. **Lisa Junius:** <https://www.lisajunius.com/>

The following year, Liz Kummer, a renowned Luxembourg illustrator known for her unique visual worlds applied to everyday items, took over. Her artistic interpretation of National Day, inspired by the 22 June fireworks, charmed *Sources Rosport*. The textures and colours she used allowed the design to be adapted to *Rosport Classic*, *Rosport Blue* and *Rosport Viva*. **Liz Kummer:** <https://www.lizkummerdesign.com/>

Last year, it was young Luxembourg designer Ruth Lorang who reached out to the brand to propose her creative world. With a degree in visual and spatial arts and a specialization in interior architecture, she had just fulfilled her dream of founding her own multidisciplinary



design studio. Her colourful, sensitive, and human- and nature-respecting style perfectly aligned with the brand's values. **Ruth Lorang:** <https://www.ruth-atelier.com/atelier>

This year, *Sources Rosport* collaborates with Cindy Hergaux, illustrator and art teacher, who was chosen to create the fourth limited edition. Her graphic universe – soft, colourful, and poetic – stands out through her ability to express emotions visually. Her drawings, often inspired by familiar scenes, music and fleeting moments, reflect the world's beauty with tenderness and humour.

For this edition, she added her personal interpretation of National Day: a little lion falling asleep happily after celebrating above Luxembourg City – a gentle nod to the Grand Duke, for whom 2025 is a significant year. Her joyful sensitivity and visual lightness harmonize perfectly with the spirit of *Sources Rosport*. Her warm and sincere style promises a modern, human edition deeply rooted in Luxembourg's contemporary illustration scene. **Cindy Hergaux:** <https://www.instagram.com/cindyhergauxillustration/>

### ***The returnable glass bottle***

This limited edition created with Cindy Hergaux will be available in 1L and 0.5L returnable glass bottles for the *Rosport Classic*, *Rosport Blue* and *Rosport Viva* products.

This format was chosen for its ecological and qualitative strengths. Made from over 70% recycled glass, these bottles can be reused up to 50 times and are 100% recyclable at the end of their lifecycle.

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

*Sources Rosport* encourages customers not to wait too long to secure bottles featuring Cindy Hergaux's label, as this National Day 2025 edition is strictly limited and likely to sell out quickly. The bottles are already available in many shops, drink stores, and beverage retailers across the country.



## **Digital press release and pictures**

*Discover the world of Cindy Hergaux on her Instagram:*

*<https://www.instagram.com/cindyhergauxillustration/>*

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

*[www.rosport.com](http://www.rosport.com) under the "ACTUALITES" tab.*

*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.*

