

AUR'A

the miracle in the Banat Mountains

natural alkaline water,
the most awarded water
from Romania



Production



aur'a

natural gold water

The **AUR'A** water is produced by S.C. AUR'A MINERAL WATER SRL. The company:

- 💧 is a producer and operates according to the NACE CODE 1107 - PRODUCTION OF NON-ALCOHOLIC BEVERAGES. PRODUCTION OF MINERAL WATER AND OTHER BOTTLED WATERS in accordance with the **Water management permit No. 299 of 26.07.2017**;
- 💧 it holds the sanitary operating permit No. 28/09.05.2017, issued by the Caraş-Severin public health department, for the following objective: **Water spring factory**;
- 💧 it is registered by the Food safety registration document No. 4625 of 02.02.2017, issued by the Sanitary veterinary and food safety authority of Caraş-Severin, for the activities of "Collection, carbonating, bottling, storage and delivery of the water both for other units and for the final consumer";
- 💧 it has the implemented the INTEGRATED MANAGEMENT SYSTEM:
 - SR EN ISO 9001:2008 - The quality management system;
 - SR EN ISO 22000:2005 - The food safety management system;
- 💧 The **IFS Food** standard in accordance with RO17/819942401 issued by SGS International Certification Services GmbH;

The production unit **is located** in Ocna de Fier village, Caraş – Severin county. The geographic area belongs to the Banat Mountain grounds in the Dognecei Mountains, at the foot of the Golden Hawk Mountains "**Cracul cu Aur**".



Products



AUR'A still water 75 cl | AUR'A still water 50 cl | AUR'A still water 33 cl

💧 Alkaline water with a natural **pH between 8.0 and 8.4**, with a mineral content that makes it perfectly balanced, velvety, friendly, subtle, hydrating and nourishing. It is an excellent companion for good wine and delicious meals and it is easy to drink directly from the bottle, at the gym, in the car or at home.

💧 Love at first tasting, **AUR'A** evokes memories from the childhood, it conquers you with its natural content, induces well-being, it surprises you and, more than anything, it convinces.

AUR'A sparkling water 75 cl | AUR'A sparkling water 33 cl

💧 A mildly sparkling water that is ready to face the most recommended tastes, it is refreshing and ideal for the summer season, it is hydrating, intense, but not exaggerated, it is determined but not decisive, pleasant, it makes a good impression even from the first sip.

💧 Elegant, with attitude, with a balanced taste and with a refreshing sensation, the sparkling water **AUR'A** is a true source of good energy, a faithful partner for the summer and a great choice for anyone who wants something truly special.



aur'a

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Invaluable qualities



Premium water AURA in the most modern packaging solution - bag-in-box

- 💧 The new product offers you comfort for a consumption full of undeniable advantages: same quality, higher volume, reduced weight, easy storage, and environmentally friendly recycling with a package fully recyclable.
- 💧 Thanks to next-generation technology, the water is vacuum-sealed in a flexible microfilm, that ensures a barrier against oxygen and conserves its taste, being protected from light and air throughout its time in storage.
- 💧 More pure water, less packaging, real benefits for you and the environment.



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Invaluable qualities



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- 🔥 Alkaline - the natural **pH of 8,25 between 8.0 - 8.4** is the first sign of the properties of AURA water and alkalinity is the guarantee of a proper hydration of the human body.
- 🔥 It is bottled only in **glass** - the safest package invented so far for any food or beverage.
- 🔥 It is **pure** water- which means that it is bottled exactly as it exits the mountain, **does not contain bacteria, organic matter, heavy metals or nitrite and nitrate**.
- 🔥 It is **natural** - from an area without industrial, agricultural or tourist activities, at a great distance from any possible pollution sources.
- 🔥 It is a **source of energy** - the natural alkalinity brings the **enrichment of gold and silver colloids**, resources that can be found in the depth of the area besides calcium, magnesium and potassium.
- 🔥 It is **bottled according to the quality and safety standards** imposed by **IFS Food** certification by the Swiss company **SGS**.

Composition



aurora

natural gold water

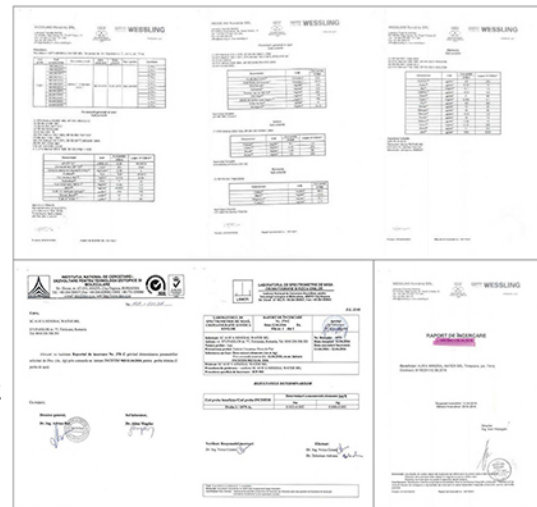
💧 A still water intended for consumption that originates from the Ursoanea spring (Ursoanea Valley) located in Ocna de Fier, Caraș-Severin, in the hydrographic basin of Moravița, as evidenced by the Hydro geological study on the design of the sanitary and protected areas and the hydro geological protection perimeter, 127/31.10.2016, carried out in accordance with H.G. 930/2005 and the Ord. M.M.P. 1278/2011, for collecting the Ursoanea spring, by the National Institute of Hydrology and Water Management in Bucharest.

💧 The composition of AUR'A water is confirmed by the analysis reports made by the Wessling Romania SRL laboratory from Târgu Mureș and J.C. Hamilton Biotim from Timisoara, internationally accredited laboratories .

💧 The tests are carried out according to the requirements of the Law 458/2002, amended and completed by the Law 311/2004.

💧 The water is tested at each batch and from a microbiological point of view by the BIOTIM B&S SRL laboratory from Timișoara, which is a testing laboratory for the control of animal products and by-products, of non-food products, of the food products for animals, water and sanitation tests.

💧 At the National Institute for Research and Development for isotopic and molecular technologies, several tests were carried out to determine the concentration of gold (Au) and silver (Ag) from the water.



Awards. Diplomas.

Certifications.



natural gold water

International Taste & Quality Institute (iTQi)

- AUR'A is the first and the only Romanian product **awarded with 3 gold stars in Brussels and the Superior Taste Award** 2016, 2017, 2018, 2019, 2020 for Taste and Quality. Due to the fact that the award has been won for three consecutive years, the award turns into the **Crystal Taste Award in 2018** - the most important ranking of a Romanian product so far.



- iTQi** is the most important independent organization of the gourmet, chefs and sommeliers, dedicated to testing and promoting the superior taste of food and beverages. The jury testing and designating the winners of the Superior Taste Award is formed by the representatives of the most important European specialist associations.

- AUR'A is the only Romanian water to be awarded at "**Traian Vuia**" **International Exhibition of Inventions and Innovations** in Timișoara with the gold medal both in 2016 and in 2017.

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💧 The Fine Water Society represents the category of fine, special, special waters. It is a platform for educating consumers, the media and Horeca professionals about the fact that water is not just water.

💧 The Fine Water Society was founded in 2008 to create a global forum and to further enhance the visibility of Fine Water and convey the idea that water is not just water but a natural product with terroir and unique characteristics.

💧 All Fine Waters are Premium Waters but not all Premium Water is Fine Water and membership is per invitation or nomination only.



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natural gold water

Awards. Diplomas.

Certifications.



natural gold water

💧 AUR'A is the only water in Romania designated since 2016 as a **TRUST MARK** and a strategic partner of the **Union of Bilateral Chambers of Commerce** in Romania.

💧 It is the only water in Romania **officially accredited by the Government of the United Arab Emirates** through E.S.M.A. - Emirates Authority For Standardization and Metrology. Following an audit by SGS Dubai, AUR'A has been awarded the **"Trust Mark in the Emirates"** certification. (valid in 2017)

💧 AUR'A is certified as a **Koşer Parve** product, through the KAŞRUT CERTIFICATE.

💧 AUR'A is recognized as one of the most important French competitions **DES EAUX GOURMET AVPA INTERNATIONAL CONTEST** – PARIS 2018. At a competition with over 300 waters from around the world, and it was designated as being **"still with confidence"** and awarded with the title of **"GOURMET"**.



Distribution

🔥 AUR'A can be found on the markets of USA, Switzerland, Austria, France, England, Saudi Arabia, Macao.

🔥 In Romania AUR'A can be found in Auchan, Kaufland, Mega Image, Remarkt, DM networks, in the Naturalia store, in eMag online store, etc.



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Participation. Events.



GRAND PRIX MONACO



CANNES



ROMANIAN FILM
FESTIVAL - BEIJING



THE 2ND CHINA CEEC INVESTMENT
AND TRADE EXPO NINGBO



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TÂRGUL DE TURISM DIN VIENA



HERNEACOVA INTERNATIONAL JUMPING

Participation. Events.



DINING WITH THE STARS
LONDRA



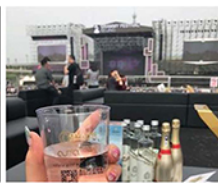
FOIRE DE PARIS



natural gold water



RIVIERA YACHTING RENDEZ VOUS NICE



GRAMMY FESTIVAL BEIJING

Ambassador AUR'A

JULIA PEREIRA – is the youngest medalist at the Olympic Games PyeongChang 2018 – silver for snowboard cross.

Media appearances:



natural gold water





Contact

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