** For immediate release **

FIJI Water Debuts Updated Packaging Design at the Raindance Film Festival

Raindance Film Festival: 19 – 28 June, in London cinemas
www.raindance.org/festival



This summer, **FIJI Water is excited to bring its new packaging design, featuring an enlarged hibiscus flower, to the United Kingdom at the Raindance Film Festival**. This redesign aligns with FIJI Water's commitment to quality and style, reflecting the natural beauty of the Fiji Islands and bringing a fresh visual element to its iconic bottles.

Attendees of the Raindance Film Festival will be among the first to sip from the newly designed 500mL bottles in the U.K., emphasising the artesian origins of FIJI Water and continuing to draw inspirations from the lush, natural origins of the Fiji Islands.

This new label design is found on FIJI Water's iconic square bottles, with all best-selling 500mL and 330mL bottles made from recycled plastic (rPET), excluding caps and labels. FIJI Water's commitment to environmental sustainability remains a top priority for the company.

FIJI Water is sourced from the natural artesian aquifers in the Fiji Islands, known for its soft, smooth taste, a result of its unique volcanic filtration. FIJI Water is available globally and serves discerning individuals at premium restaurants, hotels, and retail locations.

Join us at the Raindance Film Festival to experience the soft, smooth taste of FIJI Water and see our beautiful new packaging. For more information, visit www.discoverfijiwater.co.uk or follow us on Instagram @FIJIWaterUK.

For more information on Raindance:
Stuart Haggas: press@raindance.co.uk

For more information on FIJI Water:
Caroline Oakes: caroline@amplifydubai.com