

ON THE ROCKS

TRULY VIRGINAL ICE



(Left) British Champion Snowboarder, fashion designer and model, Charlotte Dutton sipping on "the Best Gin & Tonic in the World. Probably" over Berg Ice. (Right) Berg Ice was extremely popular with the guests at Maya.

Ever wondered why so many of the world's leading bars serve premium bottled water and spirits with tap water ice? We at LiquidLust have often been perplexed...as were the owners and mixologists at the UK's 'Best new club 2008', Maya. We met, we mingled and we mulled our thoughts over a bottle of Berg water. The concept for Berg Ice was born.

Working with a generous stock of Berg water, Maya created bar top icebergs, presented to members and customers in nothing short of a theatrical display. Cocktail mixing, ice hacking and Berg water pouring brought excitement and entertainment to the night. To commemorate the occasion, Maya launched a new super premium cocktail menu at the party; featuring snow queen vodka, McCallans whisky, rare premium spirits, Berg water and of course, Berg ice.

Because Berg water is only served with 'Berg Ice' the water's unmistakable light, clean and pure taste is preserved and the water remains 100% mineral free.

It's no surprise that Berg and Maya found each other. Both are unique, superior products in a category by themselves, driven by perfection in the pursuit of luxury.