

□ [Hyatt Hotels & Resorts](#) today announced an agreement with [Natura Water Inc.](#) that will provide guests in its restaurants with a healthy, safe, environmentally responsible alternative to bottled water. The *first* hotel company to work with Natura on a nationwide basis, Hyatt is making the filtered water available at restaurants at participating full-service hotels across North America following successful tests at several locations.

The leading water-purification system in the U.S., the Natura water system removes impurities from the local water source while retaining healthy minerals – thus eliminating the need for bottled water and the waste associated with its use. The system dispenses the water – still or sparkling – into attractive bottles with sealed caps for presentation to guests.

According to the [Container Recycling Institute](#), Americans buy an estimated 35.8 billion plastic water bottles each year, and more than eight out of ten of those bottles are not recycled. Additionally, the [Pacific Institute](#) in Oakland, California, estimates that the energy required to produce each water bottle is equivalent, on average, to filling a quarter of a plastic bottle with crude oil.

“At Hyatt, we strive to minimize our impact on the environment wherever possible by reducing waste and consumption,” said Brigitta Witt, vice president, environmental affairs for Hyatt Hotels & Resorts. “The Natura system reduces the waste our hotels send to local landfills, uses locally sourced water with a minimal carbon footprint and is an attractive product for guests who, today more than ever, seek socially responsible choices.”

The Natura system includes proprietary glass bottles designed for wash and reuse for serving the water. Natura offers all the benefits of purified, great-tasting still or sparkling water without the need to store, refrigerate, or dispose of plastic bottles or containers. The company’s water-purification system is the only one of its kind to utilize both high-grade carbon filters and UV technology to eliminate distasteful impurities such as chlorine, metals, sediment and bacteria.

“We are very excited about our partnership with Hyatt,” said Marco De Plano, Co-founder of Natura® water. “With the availability of Natura® water, Hyatt guests can enjoy great-tasting, beautifully presented still and sparkling water from local sources without impurities. When choosing Natura® water, Hyatt guests and managers will know that they are helping the environment by eliminating some of the millions of bottles that go to waste every day and the associated transportation costs of shipping water. In today’s environment it is the right thing to do. Period.”

At present, Natura is available at restaurants at Hyatt Regency Century Plaza in Los Angeles, Hyatt Regency McCormick Place in Chicago, Hyatt Regency Phoenix, Hyatt Regency Reston in Virginia, Grand Hyatt Dallas Fort Worth and Grand Hyatt New York. Additional Hyatt hotels are expected to begin offering the filtered water over the next several months.

For additional information, please contact Stacey Francisco, Hawkins International PR at (212) 255-6541 or stacey@hawkpr.com

For more information about Natura Water Inc., please contact Steve Katz, De Plano Group at (917) 673-6011 or skatz@deplano.com

For further information:

About Global Hyatt Corporation

Global Hyatt Corporation, headquartered in Chicago, is one of the world’s premier hotel companies. The hotels owned, operated, managed or franchised by its subsidiaries provide authentic hospitality to guests in 45 countries through a passionate commitment to personalized service, cultural relevance, and the environment. Global Hyatt subsidiaries own, operate, manage or franchise more than 365 hotels and resorts worldwide under the **Hyatt®**, **Hyatt Regency®**, **Hyatt Resorts™**, **Grand Hyatt®**, **Park Hyatt®**, **Hyatt Place®**, **Hyatt Summerfield Suites®** and **Andaz™** brands with additional properties under development on five continents. **Global Hyatt Corporation** is also the owner of **Hyatt Vacation Ownership, Inc.**, operator of **Hyatt Vacation Club®**. The success of Global Hyatt is driven by the commitment and energy of the thousands of men and women around the world who provide exceptional service to hotel guests. From the U.S. and Canada, reservations for any Hyatt hotel worldwide may be obtained by calling 1-800-233-1234 or visiting www.hyatt.com.

About Natura® Water Inc.

Natura® Water, Inc., headquartered in Los Angeles, California, is a manufacturer of an exclusive water purification system. Natura® is the result of years of dedicated development, R&D and production of water filtration technology and systems. Natura® is currently installed in many of the nation’s finest restaurants, including Le Cirque and Gotham Bar & Grill in New York City and Comme Ça of Los Angeles as well as Palace Hotel and JP Morgan Chase in New York and Hyatt Hotels & Resorts in select locations.

For demonstrations, interview or more information, please contact Natura® Water, Inc at 1-800-USA-WATER, email

info@NaturaWater.com or go to www.NaturaWater.com.

Natura® is endorsed by Gruppo Ristoratori Italiani (www.gruppo.com), the leading association of Italian restaurants in the United States, devoted to promoting the authentic foods, wines and cuisine of Italy, and is also a member of the Society of Foodservice Management (www.sfm-online.com).

Farley Kern
Hyatt Hotels & Resorts
+1 312 780 5506
farley.kern@hyatt.com

<https://stage.mediaroom.com/hyatt2/2008-11-06-Hyatt-Hotels-Resorts-Offers-Guests-Environmentally-Friendly-Drinking-Water-Through-Agreement-With-Natura-Water-Inc>