Interview

with director Urs Schnell about the documentary film "Bottled Life", about the drinking water division of the Nestlé Group. Nestlé is the world's number 1 seller of water in plastic bottles. From the 6.5-min. film: "We ...

with director Urs Schnell about the documentary film "Bottled Life", about the drinking water division of the Nestlé Group. Nestlé is the world's number 1 seller of water in plastic bottles. From the 6.5-min. film: "We dealt with Nestlé's water products because water accounts for 10% of Nestlé's total sales. That's 10 billion CHF in sales per year for bottled water and 700 million CHF in profit. A truck of water costs Nestlé $10. In the store, the same amount of water costs around $50,000. The research eventually expanded to the Third World, where Nestlé created water in a completely different way to sell it to thirsty people in southern countries..." According to Forbes, no one shaped the group more strongly than former CEO Peter Brabeck-Letmathe, Vice Chief of the World Economic Forum (WEF). He considers the issue of water to be humanity's most important problem, even more important than the climate discussion.

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