



THE FUTURE OF WATER

BUILT TOGETHER

ELEVATE YOUR PRODUCTS. AMPLIFY YOUR IMPACT.

QC Water's advanced process enhances taste while addressing critical water scarcity—transforming what was once wastewater into premium ingredients through Charlotte Water's cutting-edge infrastructure.

Whether you're crafting a standout beer or clean-label beverage, QC Water gives you a powerful story of resource conservation and proven media success that puts your brand in the spotlight—a foundation that sets you apart with environmentally conscious consumers.

PARTNERSHIP WITH PURPOSE

This isn't just about better water—it's about creating products that elevate your brand and your impact.

- Gain national media exposure with our award-winning PR and marketing support
- Join an exclusive innovator network that captures headlines and consumer imagination
- Stand out with a meaningful sourcing story that resonates with conscious consumers
- Access advanced purification technology as part of our partnership
- Collaborate with a municipal leader in water innovation
- Build products that reflect your brand values while maximizing market visibility

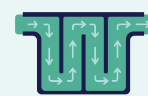
FOR THE BOLD, THE CLEAN AND THE CURIOUS

We're seeking like-minded innovators ready to push boundaries:

- Craft breweries with a story to tell
- Wellness brands focused on clean-label formulas
- Specialty food makers using premium ingredients
- R&D teams exploring sustainable solutions

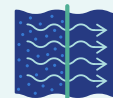
THE TECHNOLOGY

QC Water transforms recycled water into a premium resource—using a multi-step process that goes beyond drinking water standards and defines the future of sustainable water management.



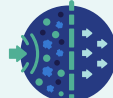
1

**CONVENTIONAL
WASTEWATER TREATMENT
(MCDOWELL CREEK WATER
RESOURCE RECOVERY
FACILITY)**



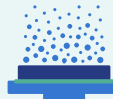
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**CARBON
FILTRATION**



3

**REVERSE
OSMOSIS**



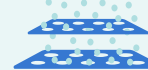
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**OZONE
OXIDATION**



5

**ULTRAVIOLET
DISINFECTION**



6

**SECOND CARBON
FILTRATION**



7

**WATER TESTING
& APPROVAL**



8

**BREW TIME: CREATE,
INFUSE, INNOVATE**

THE RESULT?

Crystal-clear water that's not only safe and delicious, but also environmentally responsible.



WHERE CLEAN WATER MEETS BOLD IDEAS

INNOVATION YOU CAN TASTE

We're looking for partners who can leverage QC Water's innovative ultra-purified recycled water to create premium sustainable products and have an opportunity to share your brand story and efforts through public relations. Every product tells the story of what's possible when cutting-edge water technology meets culinary innovation.

RENEW BREW: THE OG

An award-winning pale ale and Charlotte's first beer made from recycled water, brewed in partnership with Town Brewing and Xylem.

- Best in Show at the 2024 Queen City Brewers Festival
- Media breakthrough: 116 pieces of coverage reaching 3.61B audience with 8.89M views
- Charlotte's first beer made from recycled water
- Brewed in partnership with Town Brewing and Xylem

RENEW BREW: 2025 FALL EDITION

A seasonal Märzen-style beer showcasing QC Water's innovation in a rich, malty Oktoberfest format perfect for Charlotte's fall season.

- Limited fall release with extended shelf life through November
- Seasonal collaboration expanding the Renew Brew brand
- Märzen/Oktoberfest-style appealing to autumn beer enthusiasts

CROWN BUCHA

A bold reimaging of kombucha, born with ultra-purified water and Lenny Boy's fermentation expertise.

- For the sober-curious, health-conscious and flavor-forward crowd
- Clean-label meets bold flavor: raspberry, ginger and lemon brewed with premium-filtered water for a market-ready product



**READY TO CREATE
SOMETHING
EXTRAORDINARY?**



**LET'S TALK ABOUT
WHAT'S POSSIBLE.**

Schedule a partnership consultation
or scan the QR code to get started.