

**MEDIA RELEASE**

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### Takaka Water Judged New Zealand's Best

Takaka's tap water has been described as "nectar of the gods" by master wine taster Bob Campbell, who along with Auckland restaurateur Tony Astle has judged it as New Zealand's finest in a blind tasting.

TVNZ's Close Up called for nominations for the country's best water from viewers and narrowed it down to 10 finalists.

The tasting of the top 10 – aired last night - saw Takaka water provided from the kitchen tap of Golden Bay i-SITE Visitor Centre supervisor Elizabeth Dransfield ruled the best. A further tasting of the selected 'top 3' confirmed Takaka as the winner, over Christchurch and Turangi.

Nelson Tasman Tourism chief executive Paul Davis said he was not surprised at the ruling.

"We've always known there is something in the water in our region – that's why so many people visit and move here!"

Golden Bay's most popular visitor attraction is Te Waikoropupu Springs, which contains some of the clearest water ever measured. Takaka Springs water is served on Air New Zealand's domestic and international flights.

Mrs Dransfield said her water came from a bore out of the ground and was "just glorious".

"It comes up through the marble – that's why it's so pure here."

Visitors who wanted to taste the best water in New Zealand could simply fill up their drink bottles by the Golden Bay i-SITE Visitor Centre, she said.

"The best way to take it is with a splash of lemon squash, or just straight".

**For more information contact:**

Paul Davis

Nelson Tasman Tourism chief executive

ph (03) 545 6852; 021 828 820

Notes for editors:

1. Nelson Tasman Tourism is the regional tourism organisation jointly owned by Nelson City and Tasman District councils. The company operates as a private/public sector partnership, promoting Nelson Tasman internationally and throughout New Zealand.
2. Tourism is Nelson Tasman's third largest employer, with 2215 FTE tourism jobs in 2006.
3. Visitors spent \$302m in Nelson Tasman's economy in 2006.
4. Domestic visitors spent \$191m in the region's economy in 2006. This is forecast to grow 22.2% to \$234m by 2013.
5. International visitors spent \$111m in the region's economy in 2006. This is forecast to grow 57.1% to \$174m by 2013.

For further information about Nelson Tasman Tourism visit [www.NelsonNZ.com](http://www.NelsonNZ.com)