

The REAL Cost of Bottled Water

Information from Fort Wayne City Utilities



Next time you buy a bottle of water from a vending machine or a case of water at the store, consider what that water really costs in terms of cash out of your pocket and pollutants into the environment:



- Bottled water costs A LOT. If you buy a cold 20-ounce bottle of water from a vending machine, you would pay a dollar or more. Buy enough bottles to equal a gallon and it would cost \$6.40. That's about three times the cost of a gallon of gasoline. Even if you get a great deal on bottled water at the store and pay 50-cents per 20-ounce bottle, a gallon would cost \$3.20. Over 90% of the cost of bottled water pays for the bottle, the lid and the label.
- An entire gallon of water from the tap in Fort Wayne costs only a third of a penny – just 0.3-cents a gallon (not including availability charge). So for the \$3.20 you might pay for a gallon of bottled water, you could have 1,600 gallons of Fort Wayne City water delivered directly to your tap and available 24-hours a day.
- Bottled water is not any cleaner or safer than tap water. Water produced by City Utilities is tested regularly for more than 120 contaminants and it always meets, or is better than, federal and state standards require. Bottled water quality is regulated by the FDA, but because a lot of bottled water never crosses state lines, it is exempt from many water testing regulations.
- Producing bottled water uses about 17 million barrels of oil every year, not including the energy used to transport the bottles to market. This releases over 2.5 million tons of carbon dioxide. (The Pacific Institute)
- The total amount of energy embedded in the production, transportation and use of bottled water is equivalent to filling the bottle one-quarter full of oil. (The Pacific Institute)
- It takes about 3 liters of water to produce 1 liter of bottled water.
- Bottled water results in up to 1.5 million tons of plastic waste each year. Only about 15% of these bottles are recycled. Most are simply thrown away and go to a landfill – or in many cases, they end up in our rivers or on the street making our downtown look trashy.

Choose the green alternative – use a refillable water bottle and fill it at the tap.

- Stay hydrated and healthy
- Save money
- Reduce gasoline/oil consumption
- Reduce carbon emissions

Drinking tap water – instead of bottled water -- helps meet those same goals. Grab a refillable bottle next time you head out for a bike ride. Tap water is **clean and healthy**; using tap water **protects the environment** and **keeps more money in your pocket**.