

Nornir®

Natural Mineral Water



Danish Bottling

Description of the Concept

Nornir® is produced as natural mineral water, carbonated natural mineral water, carbonated natural mineral water with natural lemon flavour and carbonated natural mineral water with blueberry/pomegranate flavour. Nornir® can be adapted to own private label or sold under the Nornir® trademark.

The history about the Nordic Nornes

Nornir® is the overall name for the three Nornes: Urðr (Urd), Verðandi (Verdande) and Skuld. Their names symbolise the past the present and the future. According to the Nordic Mythology the Nornes lived in Asgaard next to tree “Yggdrasil” and they chose the faith of the humans by the “source of life”. They were also responsible of keeping the tree of live “Yggdrasil” vital and healthy by giving it water from the “source of life”.

The Nornir Source

The Nornir source lies 117 meters under the ground surface well protected in between layers of sand and clay. Several aquifers were originally formed in the subsoil between 15 and 20 million years ago and the water from the source is more than 1000 year old. The water is well balanced natural mineral water and characterised as soft natural mineral water with a low content of sodium and chloride.

During its long journey of percolating down through sand and clay, the water has been purified and infused with minerals over the course of two thousand years, leaving only the purest, natural mineral water. The quality of the water meets the requirements of WHO's guidelines from 2004.

Danish Bottling's sources appear in a layer of sand known as the Bastrup sand. The Bastrup sand was deposited by a large river system approximately 15 to 20 million years ago and has since been gradually covered by clay and additional layers of sand throughout the slow birth of Denmark as it appears today. The many layers protect the water and adds valuable minerals to it.

Nornir® is a registered trademark owned by Danish Bottling Company.



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Nutrition facts for 100 ml	
	Value
Bicarbonate	9,6 mg
Calcium	3,2 mg
Sodium	0,74 mg
Magnesium	0,23 mg
Potassium	0,07 mg
Fluoride	<0,01 mg



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