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Vellamo – the purest mineral water on earth



This unique natural mineral water, which dates back to the last Ice Age, will quench the thirst of thousands of guests at the Embassy of Finland during Finland's EU Presidency. Drink up, and feel the difference!



Vellamo is the only Finnish natural mineral water from the last Ice Age, ca. 5000–8000 years B.C. It is completely pure and unique in taste, containing absolutely no environmental pollution. According to UNESCO's global water study among 122 countries, Finland has the cleanest and purest water on Earth. And Vellamo is the purest water in Finland. These findings were supported in an independent study by the World Water Council.

In today's world, where quality water resources are scarce, Vellamo is a remarkable find. In the early 1990s an artesian well was planned for the Viikinäinen holiday village, which is situated on the shores of Ala-Rääveli Lake. By a stroke of luck, the well was bored at the site, which stood above the underground reservoir.

The underground reservoir of Vellamo water is one-of-a-kind. In 2000, Heinolan Viqua Oy was created with the goal of bottling and distributing Vellamo water to individuals seeking the highest quality natural mineral water known to man.

Vellamo finds its place in American markets.

Elite Water Company is the exclusive importer of this Finnish delicacy in the United States. Zachary Proctor leads the family-owned company with a big faith in Vellamo and its almost fairy-tale-like attributes.

"I've always been enchanted with Finland. In high school, I had a pen pal from Helsinki and while studying in Europe, I wound up on a world study tour taking the Trans-Siberian Railroad with a number of Finnish nationals who I befriended on our summer long journey across Asia," Proctor reminisces. He was looking to start a family business and saw the growth opportunities in the bottled water industry, especially in North America.

"In looking to import a water of prowess, we looked globally, from New Zealand to Europe and everywhere in between. And in so doing, we decided that if we were going to import water, we wanted to import the best water on the planet. Since the United Nations (UNESCO) ranked Finland as having the world's best drinking water, we decided to find the best water in Finland. Our search ended with Vellamo. It has zero nitrates – the yardstick of true luxury water," says Proctor.

Vellamo's North American launch began in May, 2006. The water has a small, but loyal customer base and the business is expanding exponentially as demand increases. The company is still focused on a Southern California bailiwick, but they have attracted national attention from several large distributors across the country.

In regards to their customer profile, Proctor has a clear answer: "Our customers tend towards the health conscious. They are often epicurean devotees searching for purity in their food and beverages. I think more and more Americans are starting to have an idea of Finland that is steeped in fine quality, natural purity, and functional elegance. With Vellamo, we are continuing this tradition."

"As a small, family-owned business, we started with modest goals in terms of growth and expectations, and yet both are being surpassed as enthusiasm for Vellamo increases beyond our predictions. People love the wonderful story of Vellamo: the mermaid, the water goddess, and water perfectly sealed in a chamber beneath a remote lake in Finland for 10,000 years. People around the world appreciate the wonder of nature and Vellamo is the perfect example of nature's bounty," Proctor concludes.

A tasty greeting from millenniums ago

The mineral contents of Vellamo differed from the standard for normal household water. The proprietor of the holiday village had the insight to carbonate the water slightly, thus resulting in a natural mineral water that has exquisite taste. Vellamo became instantly a thoroughly examined product. It is guaranteed to stay fresh for two years, but tests have shown that it stays fresh for several years without any change in quality, either microbiologically or in taste. The history of the finding and the way it has formed explains the high quality and purity.

Ten thousand years ago, the Veiksel Ice Age was receding back over Finland. Pristine water from mile-high mountains of melting ice began gushing back into the ocean and thundering into what is now the Baltic Sea Basin. Some of the water began filling an almost 20 mile long canyon near what is now the town of Heinola. Over several thousand years, the canyon filled completely with water and

a mix of mineral rock. An impenetrable layer of rock formed over the reservoir, sealing it off from the atmosphere.

Today Vellamo water is pumped from the depth of approximately 300 feet. Because of the unusually long exposure to the minerals, Vellamo enjoys an unparalleled mineral content. Coupled with the extreme purity of the Ice Age waters, the deposit is unique. Furthermore, for over 5,000 years the water has sat completely untouched by man, machine, impurities in the air, and other environmental contaminants. You might even say it has ripened in peace.

Thus, it is no surprise that the water has been named after the ancient Finnish Goddess of the Sea, Vellamo (pronounced "VAYL-ah-moe"). The name is derived from velloa, which means "to rock himself," and also means "protector." Many kinds of international and local beliefs are connected to the mysterious water nymph and she has been often depicted as a gorgeous fishtailed woman. Finnish folklores tell that Vellamo is the wife of Ahti and that she is the mistress of the deep. In all its secrecy, Vellamo is the perfect symbol of primeval natural water.

