



Fine Choice
pure sip, real taste



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Inspiration :

The Fine Choice logo draws its inspiration from a single, pure water droplet – a symbol of clarity, freshness, and natural perfection. This droplet represents more than just water; it embodies our commitment to delivering a “pure sip, real taste” in every bottle. Just like a water drop falling into a still lake creates ripples of impact, we aim to make a lasting impression with purity that touches lives. The shape of the droplet in our logo reflects the elegance and essence of what we stand for: clean, refreshing hydration sourced with care and delivered with integrity.



Aa - Anton

Caa - Alex Brush

#ffffff

#80D397

#080A3E

#000000