



## **COMPANY MISSION**

The first responsibility of Caddo Mountain Spring Water, LLC is to provide the overall best investment opportunity possible for the ownership and their families who entrust us with their time and hard earned monies. Ownership of the Company includes its employees thru participation in our option pool vesting program. Through its activities, the Company seeks to enhance lives, foster good will that extends and perfects best business practices, and contribute to the economic development of the communities we serve and the welfare of its citizens. The number one goal of the Company is to exceed the expectations of its product consuming public. We understand the product we produce and market can enhance the health and lives of the people who consume it!

## **We Named the Company to Commemorate the Area and Its People.**

Caddo Mountain Spring Water's source area has a great legacy story and is another reason to have the great spring water brand!

## **Our Vision is to Preserve and Enhance Our Source Water Property**

Our vision is to preserve and enhance the naturally pristine, aesthetic and historic-storied nature of our one hundred acre plus source water property abutted on two sides by U.S. Forest Lands. We have a House and Barns that were built in the 1800s. We want to convert the House into a Visitor Center and Museum with artifacts and historical educational information about the area. We have the storied "Over Yonder" Barn that is about to be featured in a Public TV documentary titled "Barns of Arkansas". We have an Artesian Well near the house that we believe also dates back to the 1800s. We have numerous Natural Springs. We have a recent vintage Cabin that sits on the side of a mountain overlooking our property and the beautiful Caddo River that runs thru the center of our property. The Cabin needs some TLC and possibly some additional architectural distinction so people can really enjoy it. We want to make our entire property something special!

## The Company is Committed to Being a Good Socially Responsible Entity

Examples of our Socially Responsible Commitment are as follows:

- 1) Utilizing only sustainable primary and secondary packaging maintaining 100% recyclability. All packaging elements will be produced in the U.S. allowing us to market a 100% U.S. product. Thus the Company will have a significantly smaller carbon footprint than all of the foreign imported spring waters from France, Italy, Norway and the Fiji Islands.
- 2) Distinctive tasteful labeling that includes “Please recycle”, “USDA Certified Organic” and “Kosher” as well as “All Natural Spring Water” that assure quality and Eco-Friendly packaging of a U.S. Produced product.
- 3) Maintaining a reputation as a good “socially responsible” entity. As demonstrated by our commitment to sustainability and the care for the environment. As well as setting aside a portion of profits each year to fund college scholarships for students in need of financial help, sponsoring a water bottle recycling collection points and be a helping hand to neighbors and the communities where we operate.
- 4) A Company Website that will be informative and innovative-almost pioneer-like! We will communicate our passion about our water! We will offer Q&A and be honest and helpful. We will welcome collaboration with and among consumers.

