

NAPSI-Certified Maple Water Expands Reach in North America

Quality Seal Guarantees Consumers Same Experience as Drinking Maple Sap Straight from the Tree

NEW YORK – May 8, 2014 – This sugaring season, more consumers in North America can enjoy NAPSI-certified pure maple water. Developed and exclusively available in Canada last year, the [NAPSI certification](#) is the only quality seal to date ensuring consumers get the authentic sugar bush experience. Now in its second year in Canada, a few NAPSI-certified brands are expanding distribution into the U.S. Available on Amazon.com, [WAHTA](#) is the first brand available nationwide carrying the NAPSI seal. It follows on the heels of [SEVA](#), the very first NAPSI-certified maple water available in the U.S., which is sold in select Whole Foods markets. The Federation of Quebec Maple Syrup Producers developed the NAPSI seal, which describes a production process that preserves the real taste and quality of maple water from Canada.

The NAPSI Certificate Protects Consumers

“It is the first quality seal on the market that guarantees you are drinking 100 percent pure, authentic maple water with all of its natural components,” states Simon Trepanier, Executive Director of The Federation. Unlike other maple water offerings currently available in the U.S., [NAPSI-certified maple water](#) is unrefined and preserves not just some, but all of the original characteristics of maple sap. NAPSI is an acronym for natural, authentic, pure, sterile and integral, and is used to certify pure Canadian maple water that has been sterilized and contains no chemical preservatives or additives. The NAPSI sterilization and packaging techniques preserve maple water’s original translucent, water-like color, its fresh taste and healthy properties for 18 months at room temperature.

Maple Water Is Good Source of Hydration

Maple water is another term for maple sap, the clear liquid that flows naturally through sugar maple trees. Maple syrup, on the other hand, is a concentrated form of maple sap, and the result of evaporating water from the sap until it reaches the consistency of syrup. Forty gallons of maple sap make one gallon of maple syrup. Maple water is a healthy choice for hydration because it contains all of the same unique benefits of a natural product that directly comes from a maple tree. These include 46 unique bioactive compounds, some of which have antioxidant properties, as well as beneficial minerals including potassium, manganese and zinc. Maple water is naturally low in sugar and has only 20 calories per serving size (8.45 oz. or 250ml), compared to an average of 50 calories for the same serving size of coconut water.

Much More Than a Refreshing Beverage

NAPSI-certified maple water is a refreshing drink on its own, but also adds a subtle hint of sweetness and maple flavor when used in cooking and baking (for recipes, click [here](#)). Mixologists use pure maple water in ice cubes or as an ingredient for cocktails, and chefs choose it as an ingredient for marinades, soups, ice creams and sorbets. The bioactive compounds and trace amounts of minerals in maple water make it an excellent thirst quencher for athletes looking for a beverage to help fuel their bodies.

NAPSI-Certified Brands in the U.S.

“We applied for the NAPSI certification, because it gives consumers piece of mind and helps them in identifying high quality products,” says Bertrand Deltour, co-founder of WAHTA. [WAHTA](#) is the first NAPSI-certified maple water from Canada that ships nationwide in the U.S. via Amazon.com. It is also available at Fresh Market retail stores nationwide. Other NAPSI-certified maple water brands with limited U.S. distribution include [SEVA](#), [OVIVA™](#) and [MAPLE3](#). “Previously, you had to visit a maple farm in spring to get the authentic experience of drinking sap directly from the tree. The NAPSI quality seal is the only certificate guaranteeing consumers the same, fresh sap tasting experience year-round” suggests Geneviève Béland, Director of Marketing, Innovation and Market Development at The Federation. “We are excited to bring this seal of authenticity and quality to the industry. NAPSI-certified maple water is one of the biggest agricultural innovations in the maple industry in recent history.”

For more information about maple water and the NAPSI certification, please click [here](#).

About The Federation of Quebec Maple Syrup Producers

Founded in 1966, the Federation of Quebec Maple Syrup Producers is driven by its mission to defend and promote the economic, social and moral interests of 7,300 Quebec maple syrup businesses and to develop initiatives to collectively market their products. Today, Quebec produces nearly 75 percent of the world's maple syrup, and 93 percent of the total Canadian maple syrup supply. Ontario, New Brunswick and Nova Scotia contribute seven percent of the total Canadian production. The Federation is proud to lead the International Innovation Network on Maple Products from Canada in the name of the entire Canadian maple syrup industry.

About NAPSI NAPSI is a certification created by the Federation of Quebec Maple Syrup Producers to ensure the authenticity and quality of maple water. The harvesting methods and processes of NAPSI-certified products meet strict standards that guarantee the maple water is:

- Natural: harvested from maple trees
- Authentic: it is the same sap that the trees themselves produce
- Pure: no agents or ingredients added
- Sterile: devoid of any microorganisms
- Integral: it is unrefined, not from concentrate and contains all the original compounds provided by nature

This certification is available for national and international distributors who meet the requirements of the certification. So far, the only brands with NAPSI certification are WAHTA, Seva, Oviva™ and Maple3.

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