



South Australian towns set to battle it out for the 2023 Ixom Best Tasting Tap Water title

Local water providers compete for the best tasting tap water in South Australia

MEDIA RELEASE – 22 February 2023 – Water suppliers across South Australia will go head to head next week in the 2023 Ixom Best Tasting Tap Water competition.

All water suppliers in the state have been invited to submit a sample of their finest drop to the Water Industry Operators Association of Australia (WIOA). The award for the South Australian title will be judged and presented in Murray Bridge on Wednesday, 1 March at the annual WIOA conference.

The winner will have bragging rights over the other water suppliers in South Australia for the next 12 months and go on to battle it out against other states for the Australian title in November in Victoria, where last year's national champion comes from.

The annual Ixom Best Tasting Tap Water competition is a fun and exciting way to raise awareness of the quality of drinking water in Australia, and to recognise the efforts of local water service providers in delivering valuable water services to their communities.

Water samples are subjected using a blind taste test and rated according to the Water Tasting Wheel, which outlines some of the attributes that water professionals use when judging water such as colour, clarity, odour and taste. Think 'wine tasting' without needing to spit out the samples and you won't be far wrong.

In its search for the best tasting tap water in each state and nationally, WIOA invites all water suppliers to participate in the competition.

"The competition recognises and acknowledges the individuals and organisations that are stepping up, some in very trying circumstances, to make sure their communities are supplied with safe drinking water every day," said George Wall, Managing Director, WIOA. "We want to use the competition to let people know the great work that is going on in local communities around Australia, and help to shape and secure Australia's water future."

Mr Wall also acknowledged Ixom's support of the Best Tasting Tap Water competition. "Thanks to Ixom's unwavering commitment and their support of the industry, we have been able to continue running the competition."

"Ixom is proud to be the sponsor of the prestigious 2023 Ixom Best Tasting Tap Water competition," said David Head, Ixom Managing Director & CEO. "Ixom has been involved in water treatment for almost a century. We supply chemicals to water treatment plants all over Australia to help ensure that Australia continues to have world-class, high-quality water."

The winner of the Ixom 2023 Best Tasting Tap Water in Australia competition will go on to represent Australia at the annual Berkeley Springs International Water Tasting Competition held in West Virginia, USA.



Notes to editors:

- Interview available on request with George Wall, Managing Director, Water Industry Operators Association of Australia or Dean Barnett, Executive Officer of WIOA.
- Judging of the heats will begin at 12.30; the Grand Final is scheduled for 3.00pm; and the winner of the 2023 Ixom Best Tasting Tap Water in South Australia will be announced at 3.40pm on Wednesday 1 March 2023.
- Media is welcome to attend the Grand Final of the 2023 Ixom Best Tasting Tap Water in South Australia on 1 March at Murray Bridge Racing Club – Bridges Event Centre, 342 Brinkley Road, Gifford Hill, Murray Bridge. To attend, simply report to reception before 12.15pm for the heats or 2.50pm for the grand final. For more details visit <https://wioaconferences.org.au/sa-2023/>
- Water Tasting Wheel and competition judging background attached to this email
- For more information about past competitions visit: <https://wioa.org.au/tastetest/>
- Photos from previous competitions are available at: <https://wioa.smugmug.com/Water-Taste-Tests>
- Previous winners of the Ixom Best Tasting Tap Water in South Australia are:
 - 2022 Murray Bridge
 - 2021 Anstey Hill
 - 2020 Woolpunda
 - 2019 Swan Reach
 - 2018 Woolpunda
 - 2017 Morgan
 - 2016 Happy Valley

About WIOA

The Water Industry Operators Association of Australia (WIOA) is a national not-for-profit association with a primary role of facilitating the collection, development and exchange of quality information between people undertaking operational roles in the water industry.

www.wioa.org.au

About Ixom

Ixom is a market leader in water treatment and chemical distribution in Australia and New Zealand, with an increasing presence throughout South East Asia and America. Established over 100 years ago, Ixom uses its many years of knowledge and specialist expertise to help keep communities safe and industries operating.

Most drinking water in Australia and New Zealand is treated with products that Ixom makes locally. They manufacture and import many of the products our industries need, including agriculture, viticulture, construction, electricity, steel, food and beverage, and pulp and paper. They are also a key supplier to the big industrial and mining companies in Australia and New Zealand. In fact, it's hard to find an industry that Ixom does not touch.

Ixom has more than 1,000 employees and operations in 11 countries, and proudly sponsors water taste tests across Australia and New Zealand.

www.ixom.com

Media contact

For media enquiries, including interviews and images, contact:

Xcubed Communications

Lisa van Beurden

E. lisa@xcubed.nz

M. +64 274 377 579