

Success Story



Premium Waters Inc.

The Client

Premium Waters Inc., a wholly owned subsidiary of Chesterman Coca Cola-Bottling is considered to be the largest private label water bottler in the country. With seven locations, Premium Waters Inc. provides the private label water for Wal-Mart, Kmart, Winn Dixie and many more. Premium Waters Inc. has been growing at a 30 percent rate for each of the last five years.

The Challenge

Premium Waters Inc. was distributing to the Southeast United States from a substandard facility in Northern Florida with a limited amount of expansion capability and poor logistics to key distribution points.

The Solution

Premium Waters engaged NAI Robert Lynn to determine the best long-term solution. After evaluating state economic incentives, extensive labor, and logistical studies it was determined that Georgia was the best solution to compete with Florida for a new location. Starting with 10 tertiary markets, our team narrowed to five finalists and then to three. Ultimately, the team was able to negotiate a laundry list of economic incentives with Douglas, Georgia including a 10 year full tax abatement and a 50 acre development site that fits their current and future growth needs, giving them a competitive advantage for years to come. After finalizing economic incentives, the team then competed four top design build firms against one another to achieve the best possible contractor for this remote location as well as achieving the best possible price.

Transaction Summary

- **Address**
Perimeter West Industrial Park
- **Size**
200,000 SF
- **Submarket**
Douglas, Georgia
- **Transaction Type**
Design Build

“Premium Waters is an industry leader that we are proud to welcome to Georgia. The jobs created will stimulate economic growth and prosperity in this region of the state.”

~Sonny Perdue, Governor of Georgia