



CANADIAN CATHOLIC ORGANIZATION FOR

**Development  
and Peace**

devp.org/activities

# AWARENESS ACTIVITY

## TASTE TEST: BOTTLED WATER

page  
1/2

Have you ever heard that bottled water tastes better than tap water? Are you curious to know what the results would be if this theory was put to the test? Do this taste test between bottled water and tap water and you might be surprised by the result!

### OBJECTIVES //

- Demystify the bottled water industry
- Examining the perception that bottled water tastes better than tap water
- Encourage participants to act individually and collectively

**TIME //** 25-30 minutes

**PARTICIPANTS //** Unlimited

### MATERIALS //

- 3 tasting glasses per participant
- One ballot per participant
- Sufficient quantity of filtered water (such as Brita filter jug), spring water (Bottled) and tap water

### HOW TO DO THE TASTE TEST

- NUMBER EACH GLASS AND FILL WITH THE CORRESPONDING WATER CHOICE
- GLASS 1- FILTERED WATER (BRITA OR OTHER FILTER)
- GLASS 2- SPRING WATER
- GLASS 3- TAP WATER

DISTRIBUTE A BALLOT TO EACH PARTICIPANT TO INDICATE WHICH PRODUCT TASTES THE BEST ACCORDING TO:

- SMELL
- APPEARANCE
- TASTE

HAVE EACH PERSON DETERMINE WHICH WATER SAMPLE THEY PREFERRED OVERALL.

### TALLYING RESULTS AND DISCUSSION QUESTIONS

- CALCULATE THE WINNING OPTION WITH EITHER HANDS RAISED OR A TALLY BOARD. GENERALLY, RESULTS ARE MIXED. OFTEN WITH A SLIGHTLY HIGHER PERCENTAGE PREFERING TAP WATER
- REVEAL CHOICES TO GROUP, AND DISPLAY THE COST OF EACH TYPE OF WATER AS WELL AS THE LOCATION OF WHERE IT CAME FROM.
- DISCUSS THE PREFERENCES WITH THE GROUP:
  - ARE THEY SURPRISED BY THEIR PREFERENCE?
  - DOES BOTTLED WATER REALLY TASTE BETTER?
  - DO THEY AGREE WITH PAYING FOR BOTTLED WATER, EVEN THOUGH MANY COMPANIES BOTTLE MUNICIPAL WATER?
    - WHAT ARE THE ADVANTAGES OF CHOOSING TAP WATER (WHERE TAP WATER IS POTABLE?) (ENVIRONMENTAL, CONVENIENCE, FREE)



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page  
2/2

 CANADIAN CATHOLIC ORGANIZATION FOR <b>Development and Peace</b>	1	2	3
ODOUR			
APPEARANCE			
TASTE			
MY CHOICE			

 CANADIAN CATHOLIC ORGANIZATION FOR <b>Development and Peace</b>	1	2	3
ODOUR			
APPEARANCE			
TASTE			
MY CHOICE			

 CANADIAN CATHOLIC ORGANIZATION FOR <b>Development and Peace</b>	1	2	3
ODOUR			
APPEARANCE			
TASTE			
MY CHOICE			

 CANADIAN CATHOLIC ORGANIZATION FOR <b>Development and Peace</b>	1	2	3
ODOUR			
APPEARANCE			
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MY CHOICE			