

Loonen sets new standard for bottled water with unmatched purity and transparency

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Loonen, the first spring-sourced purified water that's glass-bottled, third-party certified, and tastefully balanced with minerals your body needs, launches today. Alongside its debut in select retailers across California and nationwide on Amazon, the brand has secured \$6M in funding led by Brand Foundry Ventures to help set a new standard in bottled water.

The idea for Loonen began with Clara Sieg, a new mom and longtime venture investor. After seeing progress across nearly every consumer category, she was struck by how little evolution had taken place in the most essential one: water. Nearly half of U.S. tap water contains PFAS, with over 55 per cent of systems testing positive for lead, and no federal limits for

microplastics in bottled or tap water. The bottled water industry, long marketed as a cleaner alternative, is often less regulated than the tap. Loonen exists to change that.

"Loonen was born from a moment of panic that turned into purpose," said Clara Sieg, co-founder of Loonen. "When I was pregnant with my daughter, I became aware of how much plastic and contamination hide in the water we drink. Partnering with David, who understands the structural issues in the beverage industry, turned that urgency into a solution: water that's verified clean, free from microplastics, and balanced with the highest quality minerals to taste the way water should."

Together with co-founder David Kimmell, a seasoned beverage operator who helped build Spindrift into a nationally recognised brand, they identified that most bottled waters fall into two flawed categories: purified municipal tap waters that retain chemical byproducts, or minimally treated "natural" sources that can carry trace contaminants like nitrates, arsenic, and radiologicals. Believing that clean water should not be a tradeoff, the two set out to create a water that lived up to its promise, marrying a high-quality source with equally high-quality filtration, mineralisation, and bottling.

"After years in the beverage industry, I saw how little transparency existed, especially in bottled water," said David Kimmell, co-founder of Loonen. Consumers believed they were getting something clean, but the sourcing and bottling practices behind most products told a different story. That gap drove us to create Loonen with a different level of integrity."

Loonen's process begins with protected mountain springs in California. The water is transported in stainless steel, purified through a chemical-free physical membrane filtration, and then precisely mineralised with lab-tested elements like trace magnesium and Celtic sea salt for a naturally crisp taste. Each batch is verified by accredited third-party labs, with results accessible via a QR code on every bottle and box.