

# LOCAL VENDOR SPOTLIGHT

## Loonen

Loonen is the first spring-sourced purified water that is glass-bottled, third-party certified, and thoughtfully balanced with the minerals your body needs. Rooted in the belief that water should be clean, honest, and great-tasting, Loonen brings together high-quality sourcing with equally high-quality filtration, mineralization, and bottling.

Transparency is at the heart of everything Loonen does. Every step of production is carefully tested, with comprehensive finished goods testing so you know exactly what is in and not in your water. Each glass bottle features a QR code you can scan to view lab results, offering a level of clarity and trust that is rare in bottled water.

**“Loonen was born from a moment of panic that turned into purpose.”**

- Clara Sieg



The idea for Loonen began with co-founder Clara Sieg, a new mom and longtime venture investor. During her pregnancy, concerns about plastic and hidden contamination in drinking water sparked a mission-driven response. Partnering with co-founder David Kimmell, who brings deep knowledge of the beverage industry, Clara helped turn that concern into a solution. The result is water that is verified clean, free from microplastics, and carefully mineralized to taste the way water should.



Loonen’s process starts with protected mountain springs in California. The water is transported in stainless steel, purified using chemical-free membrane filtration, and precisely mineralized with lab-tested elements like trace magnesium and Celtic sea salt. Bottled exclusively in glass and tested for over 300 contaminants, including forever chemicals and microplastics, Loonen is water done right. You can find Loonen at United Markets, making it easy to choose purity, transparency, and great taste on your next grocery trip.

**United**  
Home Grown In Marin.

