

# Amber Water by John Kidd



Drink to Life! That is the philosophy that local resident Robert Glas of Walker Valley is trying to employ with a product called Amber Water. Creatively dressed in an amber glass bottle, Amber Water is a cold refreshing artesian water with zero calories. Made to look like a cool new adult beverage, Amber Water allows for a refreshing responsible alternative for those that choose not to drink, but still want to feel like part of the crowd. I was hired as a photographer this summer for a friend's wedding, and during the reception I noticed the bride and groom were drinking what I thought was a new flavored beer. For a couple who I assumed never drank, I had to ask them what kind of beer they were drinking for the evening, they responded, "It's water!" I thought, "How Cool!" On the label read, "Amber Water" "Drink to your friends above the table, not under it!!!" I wanted to get my hands on some right away. To me, the idea of not catching any smart

comments for drinking water in an environment where everyone else was drinking alcohol seemed priceless. Although Robert didn't know it then, his idea for Amber Water began when he was young. After returning home from the European theater as an infantryman during World War II, Robert's father worked in the brewery industry in New York City for Jacob Ruppert Brewery. As the brewery was very busy, he worked long hours and worked every shift. After settling back into civilian life, he married Joan Olmstead and raised five children. Beer and wine were part of the everyday dinner table and holiday meals, and Bob and his brothers were told, "It's cheaper to make beer, than it is to make water." Bob never forgot that statement by his father. Those words remained with him for many years. It always seemed like a strange concept, but hav-

ing been raised with alcohol as part of his meals, Bob's family always drank responsibly. With the responsibility that was learned, the business plan for Amber Water was realized. So many young people and adults lack the responsibly that drinking requires, and this is where Amber Water evens the equation. It allows people to be part of the festivities while maintaining the character of a responsible guest. The restaurant and pub industry serve Amber Water to their guests on request, or by the owner's choice, as to allow their patron's dignity to remain intact under all circumstances. Amber Water is used by the designated driver movement in many establishments, and the beer community likes it for the appearance it delivers. In many parts of society, appearance is everything and Amber Water delivers on just that, the appearance of drinking. For the designated driver, for the pregnant woman who either doesn't



want everyone to know she's pregnant or just wants to enjoy a night out with her friends, or for the person who the bartender feels has just had enough, Amber Water seems like the right

choice. Sometimes you may feel like going out, but not necessarily feel like drinking. Amber Water compliments this dilemma by delivering a responsible and judgment free alternative. Robert attributes most of his business plan success such as addressing trademarks and copyrights to LegalZoom. As a new start up company, Amber Water has a lot of work ahead of it, but Robert intends on keeping LegalZoom an integral part of the plan. On September 13th, 2011, Glas was invited as "The Honored Guest" to a Media Salon Dinner at Freemans Restaurant in New York City. The event was hosted by the founders of LegalZoom and their public relations branch and by a PR firm from California called Access Communications. Upon arrival, Glas asked Johanna Namir, LegalZoom's PR press spokesperson, where the other business people were and she said that he was the only one. The honored guest, go figure! The founders Brian Liu, John Suh, Eddie Hartman, and co-founder Robert Shapiro were present along with members of various news media outlets for business publications and attorneys from

firms hired by LegalZoom for the new Division. You see LegalZoom was launching their new attorney services division, which Glas was using and liked so much, and out of 2 million customers, they chose him to speak about his Amber Water product and how LegalZoom fit his needs. There were two dinners that week, one on Sept. 13th in New York City and one in California on the September 14th with a woman named Angela Crudupt of Lavish Labels, a clothing outlet. Present the evening of Sept. 13th were reporters from INC Magazine, Reuters, Smart Money and others that wanted Robert's input and information on Amber Water. Again, Robert's philosophy is simple... To life! I'm excited for him and the momentum he has generated for himself. If you're a consumer or a business and are interested in acquiring Amber Water products, please contact Robert as he is excited about the growth and exposure of his great new product. Robert Glas: rglas@frontiernet.net

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