

## Donald Trump: 'I'll Leave It at Water, But ....'



In last issue ([BD 2/20/04](#)), [BD](#) reported real estate developer Donald Trump is launching "Trump Ice" bottled water. [BD](#) talks to Trump on Feb. 24 and asks him why compete with likes of Nestlé, Coke and Pepsi. Trump: "People involved in my properties like me. I'm doing it for them." Adds people who have seen Trump Ice at Trump properties "have been asking" retailers for it, and "I just

made a deal to have it sold at Gristede's (supermarkets) in New York." **Plan national distribution?** Trump: "If a strong national distributor who reads [Beverage Digest](#) came to me and asked for it, we'd do it." Adds: "I hope you print that. Call me back if you get any inquiries." **Cola in your future?** Trump: "I'm in the real estate business. I think I'll leave it at water, but I'd never say never."

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