



# Rosemary Water

Rosemary Water is the company behind the world's first pure rosemary infused water, that provides health benefits and promotes long-life in its drinkers. Inspired by the people of Acciaroli in Italy, where more than a tenth of the population enjoy life beyond their hundredth birthday, the founder of the company, David Spencer-Percival, set out to establish the No 1 Rosemary Water brand.

The relationship between Rosemary Water and BPE Solicitors initially came about through David reading an article in a regional business magazine in which Tim Ward, corporate partner, described the qualities entrepreneurs should look for in their legal team. The advice resonated with David, who chose to work with us over his usual London firm of lawyers. It is this partnership of like-minded individuals who look at things a little differently, that brings BPE clients exceptional results.

**In the establishment of the new company, Tim has helped to:**

- Successfully generate interest and facilitate investment from high net worth individuals to raise more than £1 million in less than seven months – without a conventional business plan and warranties
- Prepare all corporate documentation and establish the taxation basis for the company
- Draft commercial agreements, options and transfer arrangements for investor relationships
- Define the legal framework for commissioning R&D into the potential health benefits of the company's products with a leading British university

The regulatory requirements in bringing a new product to market are strict and BPE has an in-depth understanding of this, providing pragmatic advice and guidance, while ensuring compliance with the legal framework. Because we know that clients, like David, require an accessible and responsive service, he's always had easy access to Tim.

## David Spencer-Percival, founder, Rosemary Water:

"Finding Tim at BPE was incredibly fortuitous. Right when I had the initial thoughts behind the new venture, I found a firm of lawyers that shared my approach to business. Entrepreneurs, owner-managed and with a real understanding of my goals, I have been incredibly impressed with the service provided by Tim and his team. I have referred several business contacts to him, such is my confidence with his work."

## About Tim Ward

Tim firmly believes that advisers need to stay focused on what matters to the business owner, and not necessarily what the lawyer may consider important. By investing time and building a relationship, Tim works to understand what is important for his clients, and then works with them to achieve their objectives, providing insight and advice that is borne of common goals and a shared work ethic.

## About David Spencer-Percival

A true entrepreneur, David has achieved the rewards of great commercial success then chosen to sell and start all over again on more than one occasion, putting everything on the line personally. Now developing the Rosemary Water brand, he has shown his entrepreneurial heart, and raised more than one million pounds of investment for a company with no conventional business plan or warranties on investments. His products can be found in Harvey Nichols, Whole Foods and a number of upmarket hotels and retailers.

