

C’Nella Alkaline Water makes its debut in Winston-Salem

Local man takes leap of faith and starts his own bottled water company

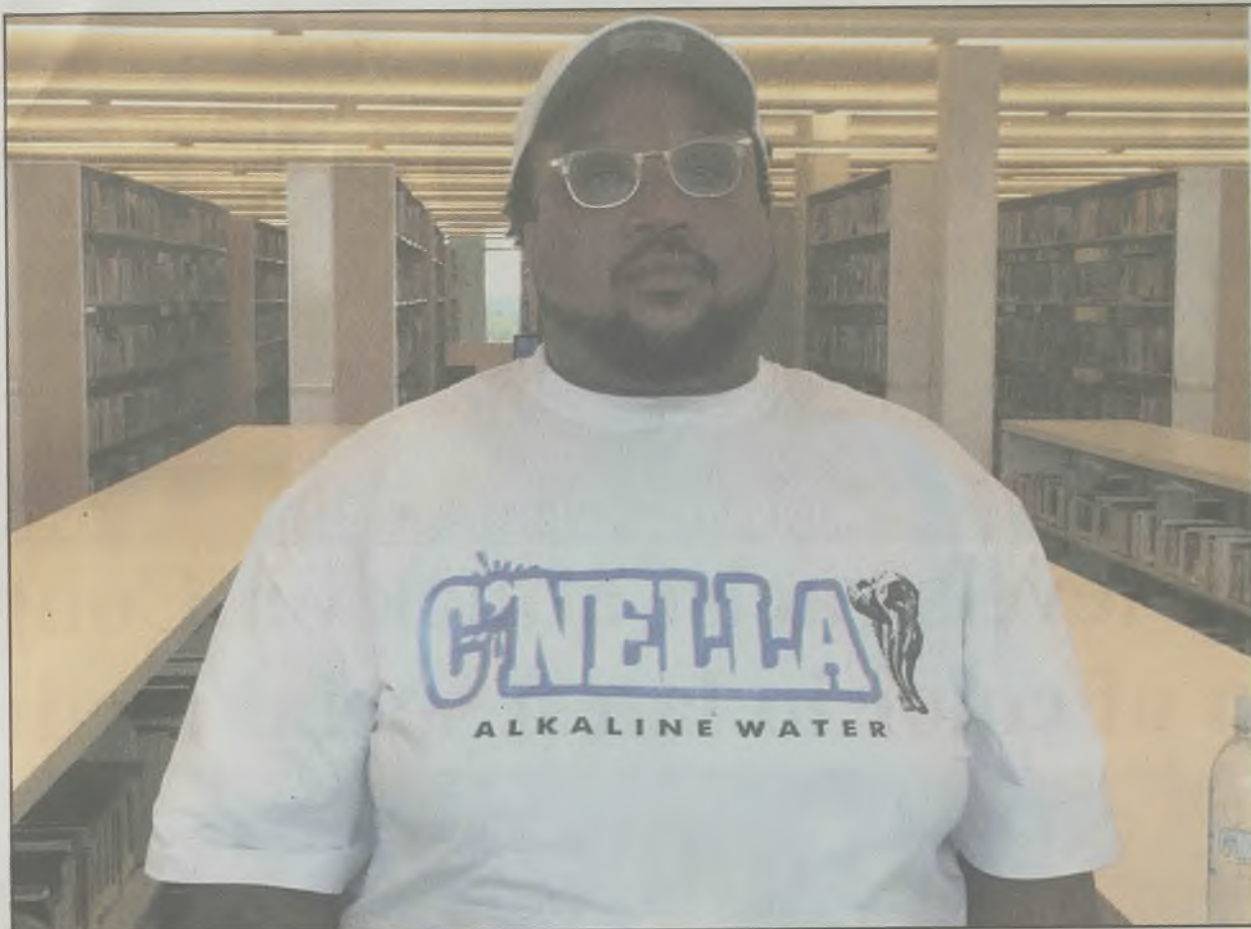
BY TEVIN STINSON
THE CHRONICLE

About eight months ago, local entrepreneur Larry Clark decided he wanted to do his part to help the African American community live longer, healthier lives. After losing his grandmother to cancer, Clark said he felt like he had to do something to help his community and that’s when he decided to start selling his own brand of bottled water, C’Nella Alkaline Water.

“More and more black people are starting to die from cancer and when my grandma died from pancreatic cancer, I knew I had to do something,” said Clark. “I’ve had several business ventures in the past, but I started thinking, what do people need to live? And the idea just grew from there.”

Clark said the journey to have his water bottled and sold in stores was long, but it was worth every moment. The name of the water, C’Nella, is a play on Campanella, Clark’s middle name and a family name passed down to him from his father, who died when he was 11 years old. He said Campanella was too long to put on the bottle, so he decided to shorten it to C’Nella.

After deciding on a name, Clark said he started



Photos by Tevin Stinson

Larry Clark the founder of C’Nella Alkaline Water. Clark started the business eight months ago and last week C’Nella made its debut in Winston-Salem.

that was the way to go. Because it is less acidic than regular tap water and spring water, alkaline water has a higher pH level, which means it is rich in alkalizing properties including calcium, silica, potassium, magnesium, and bicarbonate.

“After getting connected with the company, I had to wait for the recipe to be made. I had to make sure

long, hard process, but it feels good to know that I got it done.”

C’Nella Alkaline Water is bottled at Nature’s Big Spring in Calhoun, Georgia. Located in Gordon County, the water from the spring has no additives and a natural pH of 7.5+. The finished recipe has a pH of 8.0+. When discussing C’Nella, Clark said he is confident his

my product.”

Since receiving his first shipment last month, Clark has been busy traveling around the city marketing his bottled water. C’Nella Alkaline Water is available for purchase at several locations including Mo’s Chicken & Grocery (3112 Indiana Avenue.), Old Town Tobacco Outlet (3800 Reynolda Road), Shattalon Discount (5399

Shattalon Drive), B&S Super Mart (2850 Main Street), and several others. Clark also makes deliveries.

While helping people in the community lead healthier, longer lives with his water, Clark is also looking to help those in need find jobs. Clark is currently looking to hire sales reps to help market his product.

“I felt it was important to give back to the community because that’s who helped me get where I am today. If it wasn’t for people in the community sharing my posts on social media and supporting my dream, I wouldn’t be here,” said Clark. “Honestly, the community is building the brand for me. I’m just doing the leg-work.”

A decade from now, Clark said he hopes to open his own manufacturing plant right here in North Carolina. He said even if he has to travel to Georgia to work everything out, one day C’Nella will be on the same scale as Pepsi. He said, “Ten years from now, I see myself opening a bottling factory here. I want it to be on that Pepsi Cola, Dasani, Fiji water scale.”

Clark continued, “I’ll tell anyone looking to start their own business or become an entrepreneur, the only way you can make something happen is by diving in. If you have that kind of dream, don’t let it stay a dream. Attack it, go for it, and take that chance. You never know what that may bring.”

For more information on C’Nella Alkaline Water, visit C’Nella Water on Facebook.



C’Nella Alkaline Water is locally owned by Stateville native Larry Clark.

doing research on types of water and the bottling process. He said when he first started the venture, he was going to go with spring water, but after learning about the health benefits of alkaline water, he decided

all my bottles were good and I had to get the recipe approved by the FDA (Food and Drug Administration) and from there we started bottling it, marketing it and now I’m here,” laughed Clark. “It was a

water can stack up against the big names you see in stores. He said, “Because it has so many health benefits and it’s affordable, I can sit this bottle of water beside Aquafina or Dasani and still be confident with

OTHER SUNS PRESENTS

VENDOR'S MARKET & MORE

DURING BLACK THEATRE FESTIVAL
JULY 30TH - AUGUST 2ND

Sponsored by Jemmye Coleman Center
SUPER LOCAL SMALL BLACK BUSINESSES!

TUES
7-9PM

Vendor's Market

SPEAK EASY BLUES with Herb Stephens Under the stars at **AT OTHER SUNS**

7 - 9PM

DJ Neak will be in the house

Free Admission

WED
6-8PM

Vendor's Market

Original members of the Winston-Salem Chapter of The Black Panther Party convenes with Malesians.

DJ Neak will be at the table with a fee of \$20 at E-brite.

DJ on the patio after talk!

For tickets text BPP to 336.655.5767

THURS
6PM

Vendor's Market

JAZZ ON THE PATIO UNDER THE STARS 6PM

LIVE Jazz by Michael Hinson

DJ on the patio

Reserve outdoor seating with a fee of \$20 at E-brite.

For tickets text JAZZ to 336.655.5767

FRI
6-7PM

Vendor's Market

ARTIST CALL with Brandon Johnson performing artist & friends.

Visual Artist, singers, spoken word & poets. **6-7PM**

\$25 | Purchase Tickets on E-brite

LIVE painting & complementary glass of wine

For tickets text ARTIST CALL to 336.655.5767

COFFEE SHOP | Open 8AM ALL WEEK
Relax on our serene patio
Vendors Market Wednesday thru Friday

DRIVE TIME
A 10 MIN. TRIP FROM

Carter G. Woodson School

Where we believe that your child can do **ANYTHING!**

ENROLL TODAY!

K-12

437 Goldfloss Street • 336-723-6838
www.cartergwoodsonschool.org

CONTACTING THE CHRONICLE

www.wschronicle.com

1300 E. Fifth St., Winston Salem, N.C. 27101

Main Phone Number: 336-722-8624

Advertising: Ext. 113

Circulation/Subscriptions: Ext. 100

Editor: Ext. 108

To send news items: email news@wschronicle.com

To send a Letter to the Editor (350 words or less) or column (550 words or less): email letters@wschronicle.com

For advertising: email adv@wschronicle.com

For subscriptions: email plewis@wschronicle.com

Like us on Facebook:
facebook.com/WSChronicle

Follow us on Twitter:
[WS_Chronicle](https://twitter.com/WS_Chronicle)

The Chronicle (USPS 067-910) was established by Ernest H. Pitt and Ndubisi Egemonye in 1974 and is published every Thursday by Chronicle Media Group, LLC, 1300 E. Fifth St., Winston Salem, N.C. 27101. Periodicals postage paid at Winston-Salem, N.C. Annual subscription price is \$30.72.

POSTMASTER: Send address changes to:
The Chronicle, P.O. Box 1636
Winston-Salem, NC 27102-1636