Bottled water sales are continually on the rise as consumer tastes have moved to more healthy and convenient beverage choices. How do consumers select between the different bottled waters, as all are perceived to be of higher quality than tap water? We propose that labeling is a key factor in regards to purchase intention within the bottled water product-category. A survey is employed to examine the effects of labeling on the respondents perceived trustworthiness, quality, and risk of the products. Lastly, this study attempts to link labeling, perceived trustworthiness, perceived quality, and perceived risk, with purchase intention. Our study also includes directions for future research and practical applications.