



Bluewater North America chief Niklas Ivarsson (right) Bluewater's water delivers a whole new gameplan to profession baristas.

Oct 12, 2025 09:15 EDT

Bluewater Brings Pure Innovation to Golden Bean Americas 2025

Houston, Texas, October 2025 — Swedish clean water and beverage innovator Bluewater showcased its achievements at Golden Bean Americas 2025, the world's largest coffee roasting competition, held this year at Houston's historic Eldorado Ballroom.

The event attracted over 750 roasting entries from across North and South America, filling the venue with the aroma of freshly ground coffee and the buzz of friendly competition. Roasters, baristas, and judges moved from table

to table, sharing notes on roast profiles, flavor balance, and technique — showing that this competition is as much about community as it is about medals.



As the Official Water Purification Sponsor, Bluewater supplied the competition with its SuperiorOsmosis™ and LiquidRock™ systems. These systems provided pure, contaminant-free water without toxic PFAS chemicals, microplastics, and heavy metals, then rebalanced it with the ideal level of calcium and magnesium. The result: brighter flavors, more consistent extraction, and a cleaner cup overall.

“Water is the quiet partner in every great coffee,” said Nilas Ivarsson, President, Bluewater USA. “Our SuperiorOsmosis™ technology removes the hidden impurities that dull flavor and replaces them with natural minerals that help each bean express itself fully. You can taste the difference immediately.”

Competitors and judges also noticed. Many commented on how clearly the flavors stood out, especially in light-roast espressos and delicate filter brews. “It was striking how much the water elevated the cup,” a roaster said after the finals.

Beyond the competition, the event highlighted a deeper shift in coffee culture—toward sustainability and ingredient transparency. For Bluewater, that alignment was perfect. The company’s mission is to make pure, great-tasting water accessible everywhere, without relying on single-use plastic bottles.

At Golden Bean Americas 2025, that mission found its perfect match: a

community just as passionate about what's in the cup as about the planet it comes from.

For media inquiries, images, or interview requests, contact:

David Noble, Chief Communications Officer

✉ david.noble@bluewatergroup.com | ✆ +44 7785 302 694

About Bluewater

Founded in Stockholm, Sweden, in 2013, Bluewater is on a mission to be the world's most eco-friendly water purification and beverage company, providing safer, better-tasting water for homes, businesses, and events worldwide. bluewatergroup.com

Founded 2013 in Stockholm, Sweden, Bluewater has set its sights on being the world's most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and play. Bluewater products are available globally to consumers, hotel and catering operations, event and venue organizations, and educational institutions. www.bluewatergroup.com^[IG1]

Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694