



The groundbreaking groundbreaking Bluewater Café Station™ has been crowned 'Best New Product' at the prestigious 2025 World of Coffee exhibition in Dubai

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Dubai, UAE – February 12, 2025 – Bluewater proudly announces its groundbreaking Café Station™ has been crowned 'Best New Product' at the prestigious 2025 World of Coffee exhibition in Dubai. This cutting-edge innovation is revolutionizing specialty coffee brewing by transforming the role of water in extraction and flavor enhancement.

An expert panel of judges selected the Bluewater Café Station for its

precision water calibration technology, which empowers baristas to customize the mineral composition of water to complement each coffee bean's unique profile perfectly. By redefining the water map for coffee brewing, Bluewater has unlocked new dimensions of flavor and aroma, ensuring an unparalleled coffee experience with every cup.



“We are honored to receive this recognition at one of the world’s most esteemed coffee events,” said Bluewater founder and CEO Bengt Rittri. “Water is the unsung hero of coffee, and with the Cafe Station, we’ve given baristas the ability to fine-tune their water to maximize flavor and consistency. This award reaffirms our commitment to pushing the boundaries of innovation in specialty coffee.”

With coffee increasingly recognized for its health and wellness benefits, the Bluewater Cafe Station is set to redefine the coffee experience across the UAE and the wider Middle East. Already named a 2024 ‘Best Buy’ by The Caterer Magazine for specialty coffee shops in the UK, the Cafe Station is

earning global acclaim for its ability to enhance both taste and well-being.

At the core of the Cafe Station is Bluewater's mission to ensure that every cup of coffee is extraordinary. The system purifies water—eliminating contaminants like PFAS, microplastics, and other harmful chemicals found in tap water—and optimally enhances it with the brand's exclusive Liquid Rock® mineral dosing technology. Additionally, by significantly reducing scaling, the Cafe Station minimizes maintenance needs and extends the lifespan of expensive brewing equipment.



"With the Cafe Station, Bluewater continues to pioneer sustainable, high-performance water solutions worldwide for the coffee and Horeca industries," says Maximillian Lundin, coffee division manager at Bluewater. He adds that with its energy-efficient under-the-sink water purifiers to innovative mineralization systems, Bluewater is redefining hydration for consumers and businesses alike – ensuring that every sip is as pure, flavorful, and sustainable as possible.

The Bluewater café Station will launch in the North American market in late April.

About Bluewater

Founded in 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. Honoured with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award, and a coveted [2024 GOOD DESIGN®](#)

[Award](#) from the prestigious Chicago Athenaeum: Museum of Architecture and Design, Bluewater products are available in the UAE and elsewhere across the GCC region to consumers, hotel and catering operations, event and venue organizations, and educational institutions. Discover more about how Bluewater empowers businesses, including specialty coffee shops, to achieve unparalleled taste consistency and beverage excellence [here](#).

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