



Bluewater



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## Bluewater Hails UN Decision to Establish International Coffee Day

Bluewater, a global water purification and beverages innovator, celebrates the United Nations' decision to designate October 1 as International Coffee Day, emphasizing coffee's vital global role. For café owners and baristas, this recognition underscores their daily contributions to people's wellbeing and may help raise support and awareness for challenges and opportunities within café operations.

The newly approved resolution recognizes coffee’s cultural, social, and historical importance. It also highlights the sector’s role in supporting livelihoods, driving economic development, and advancing global goals, including poverty reduction, food security, and decent work.

Coffee is one of the most widely consumed drinks worldwide. According to the UN, around 25 million farmers across the planet depend on coffee production, while millions more people work across the global supply chain, from processing and export to roasting and serving. The industry generates more than \$200 billion annually and remains one of the world’s most traded agricultural commodities.

Bluewater emphasized that the UN’s decision draws overdue attention to the need for quality and sustainability throughout the coffee journey, with a particular focus on a crucial yet often-forgotten ingredient – water.



“Coffee is about much more than beans,” said Bluewater founder and CEO Bengt Rittri. An acclaimed Swedish ecopreneur, Rittri noted that “water makes up around 98 percent of a cup of coffee, so its quality plays a critical role in flavour, consistency and equipment performance.”

Bluewater partners with specialty coffee experts, cafés, and baristas worldwide, offering its innovative Bluewater Café Station and Liquid Rock solutions. These systems provide purified water, empowering baristas to craft consistently exceptional coffee while safeguarding valuable equipment from the perils of hard water. For example, café owners can integrate the Bluewater Café Station directly at their brew bar, providing staff with a dedicated supply of purified water for every batch, shot, and steam cycle. Regularly using the Liquid Rock blend as part of daily opening routines ensures both consistent coffee taste and optimal equipment performance, making it easy for busy teams to fit improved water quality into their workflow.

Central to Bluewater's approach is its SuperiorOsmosis purification, eliminating up to 99.7 percent of contaminants such as PFAS, lead, and microplastics. Unlike standard filtration systems that may only reduce chlorine or visible particulates, SuperiorOsmosis addresses a much broader range of impurities, including invisible and emerging contaminants in water. This process lets baristas fine-tune the mineral balance for perfect coffee extraction, using the patented Bluewater Liquid Rock blend of Swedish minerals sourced from Sweden's ancient mountain rock to ensure a stable, ideal water profile. With other systems, control over mineral content can be limited or inconsistent, whereas Bluewater's solution delivers precision and consistency cup after cup.

By tackling hard water issues head-on, Bluewater's technology enhances the clarity of coffee flavors and helps prevent the scale buildup that can lead to expensive repairs for espresso machines and brewing gear.

Rittri said the creation of International Coffee Day provides an opportunity to recognise the people and expertise behind every cup, from farmers and traders to roasters, baristas, and café owners.

"Bluewater is committed to environmental responsibility and innovation across its product range," Rittri stressed. He noted that all Bluewater systems are designed for maximum energy and water efficiency, and components are made with recyclable materials to minimize environmental impact throughout their lifecycle. In addition, Bluewater products are independently certified for performance and sustainability, giving professionals added reassurance that their investment supports eco-friendly practices. By choosing Bluewater, baristas and coffee shops take an active step toward

future-proof their coffee operations today with Bluewater's sustainable solutions reducing single-use plastic waste and lowering supply-chain carbon emissions.

"Improving water quality is key to better coffee, more reliable equipment, and a sustainable service sector as consumption grows. We must invest in better water solutions now to ensure the industry's future," Rittri said.

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### **About Bluewater**

Founded in 2013 in Stockholm, Sweden, Bluewater aims to be the world's most planet-friendly water purification and beverage company. The company designs hydration solutions for home, work and public settings, with products used by consumers, hospitality businesses, venues, events and educational institutions worldwide. Bluewater has received multiple international design and innovation awards, including two Fast Company World Changing Ideas Awards and a 2024 and 2025 GOOD DESIGN® Award.

<https://www.bluewatergroup.com>

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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](http://www.bluewatergroup.com)<sup>[IG1]</sup>

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