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Bluewater To Unveil the Future of Speciality Coffee at World of Coffee Dubai, Revolutionizing Brewing for Dubai's Baristas and Arabic Coffee Aficionados

Dubai, UAE – February 2025 – Specialty coffee in the UAE is about to experience a revolution. Bluewater, the global innovator in water purification beverage enhancement, is set to debut its groundbreaking Bluewater Café

Station at the World of Coffee Expo in Dubai. Following its spectacular UK launch in December 2024—where it won widespread acclaim from specialty coffee shops—this state-of-the-art brewing solution is now making its way to the Middle East’s coffee capital.

As Dubai enjoys a thriving café scene and a growing appreciation for precision-brewed coffee, Bluewater is proud to welcome visitors to Zabeel Hall 5, Stand G6 at the Dubai World Trade Center, February 10-12, where they can witness firsthand how the innovative Café Station system elevates barista craftsmanship with extraordinary consistency in every brew.

Recently recognized by The Caterer Magazine as a ‘Best Buy’ for specialty coffee shops in 2024, the Bluewater Café Station is redefining the bean-to-cup journey. As a key partner of World of Coffee Dubai, Bluewater is at the forefront of this transformation, delivering a solution that respects tradition while embracing modern innovation.



“The Bluewater Café Station allows baristas to super-power their craft like never before,” says Maximillian Lundin, Coffee Division Manager at Bluewater. “Our solution not only purifies water of all known contaminants, such as PFAS and other harmful chemicals, but also optimally enhances it using our exclusive Liquid Rock® mineral dosing system. This ensures that every cup brewed achieves its fullest flavour potential, creating an unparalleled sensory experience for coffee lovers.”

At the core of the Café Station’s innovation is its precision water calibration technology, which tailors the mineral composition of water to match the unique profile of each coffee bean. By fine-tuning water chemistry with the help of Bluewater, baristas can unlock and amplify the intricate flavours and aromas of their specialty beans, ensuring a sublime and consistent brew every time.

In a further major development for precision coffee brewing, Bluewater and its local UAE partner, NIA – the country’s leading distributor of innovative home appliances – have announced a groundbreaking collaboration with Roasttrip, the UAE distributor of *Kees van der Westen* espresso machines, who launched the brand in the GCC region many years ago. This partnership marks a significant leap in specialty coffee innovation and will debut the exquisite *Spiritello* Lever machine, which seamlessly integrates with the Bluewater Café Station.

Visitors at the World of Coffee expo can experience the Café Station’s cutting-edge capabilities firsthand at the Bluewater and NIA Stand (Z5-G6) throughout the event.

Pioneering coffee water



“By infusing water with the perfect balance of minerals, Bluewater’s advanced purification technology enhances the depth, aroma, and flavour profile of every cup of coffee, allowing the *Spiritello* to deliver an unparalleled coffee

experience,” says NIA CEO Kamran Khan. “Through the synergy of Roasttrip’s world-class espresso machine craftsmanship and dedication to perfection combined with Bluewater’s pure, mineral-enriched water, we are redefining coffee – one perfect cup at a time.”

Don’t miss the opportunity to witness the future of specialty coffee brewing in action.

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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](#).

About NIA

NIA is a leading supplier of quality and innovative HVAC solutions, living appliances and well-being products to the Middle East region; driven by the pursuit to bring the best products to the home and workplace. Its operations are administered through a network of subsidiary companies in the United Arab Emirates and other parts of the GCC with its office registered in JAFZA. For more information, please contact Rohith Thomas, Asst Manager – Marketing & Communications, rohith@nia.me or +971 56 5391445

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