



Stockholm's renowned Skeppsbro Bakery and Bluewater team up to remove PFAS and microplastics from tap water used for baking

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PFAS-Free Bread Hits Bakery Oven in Sweden

Stockholm, Sweden – October 7, 2025 – Eco-driven Skeppsbro Bakery in Stockholm's historic Old Town has become the first bakery in Sweden to ensure its bread is completely free from PFAS “forever chemicals.” The [waterfront bakery](#), already known for milling its own organic flour on-site, is now also purifying the water used in its baking to remove PFAS, lead, and microplastics thanks to proprietary Swedish purification technology developed by Bluewater, a world-leading clean water and beverage innovator..

“Using the best organic ingredients has always been at the heart of our craft,” said Fredrik Ekman, CEO of Skeppsbro Bakery. “Now we’ve taken the natural next step by making sure the water we use meets the same standard. Just as organic food has become the obvious choice for many, I believe it will soon be just as natural to ask if the water in your bread or coffee has been purified from harmful chemicals.”

PFAS, a group of nearly 5,000 man-made chemicals, are used in everything from firefighting foam to cosmetics. They persist in the environment and have been linked to health risks, including elevated cholesterol, a weakened immune response, and liver damage. PFAS chemicals, which do not break down naturally, are found in tap and bottled water worldwide.

In Stockholm, drinking water is drawn from Lake Mälaren, where PFAS levels in some areas have been found to exceed recommended thresholds. Tests conducted by Eurofins on behalf of Bluewater found PFAS levels in Stockholm tap water at approximately 3.5 ng/L – close to the forthcoming EU limit of 4 ng/L. Bluewater’s second-generation proprietary reverse osmosis technology, SuperiorOsmosis, has been demonstrated to effectively remove both PFAS and microplastic particles from tap water.



By partnering with Bluewater, Skeppsbro Bakery is showing that it is possible to produce food entirely free from hidden waterborne contaminants. “We believe more restaurant owners should ensure the tap water they use is free of PFAS and other toxic chemicals. It’s an investment in both human and planetary health,” said Bluewater founder and CEO Bengt Rittri, a well-known Swedish ecopreneur who earlier launched indoor air purification pioneer Blueair, acquired by Unilever in 2016.

About Bluewater

Founded in Stockholm in 2013, Bluewater is on a mission to be the world’s most environmentally friendly water purification and beverage company. Its award-winning SuperiorOsmosis™ technology removes PFAS, heavy metals, microplastics, and other contaminants while delivering great-tasting, safe water. Bluewater solutions are used in homes, businesses, sports clubs, and at major international events. 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^[IG1]

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