



Bluewater



Top London Barista Douglas Conde demonstrates the art of making the perfect cup of coffee with the help of Bluewater at the acclaimed Day Trip artisan coffee shop in Islington.

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Bluewater Coffee Revolution Delivers Baristas Elevated Control of Taste and Aroma

London, 29 November, 2024 -- Bluewater, Sweden's pioneering global water purification and beverage brand, this week staged the UK-wide launch of its new groundbreaking Café Station, providing barista artists unmatched mastery of the taste and alluring aromas of each cup brewed in specialty coffee kitchens and delivering unmatched consistency in every cup.

Innovated by product designers and water scientists together with baristas at the Bluewater Innovation Lab in Stockholm, Sweden, the state-of-the-art Café Station completely transforms the coffee brewing experience. Baristas are empowered with extraordinarily consistent water quality and Bluewater's unique Liquid Rock® mineral dosing system to create coffee masterpieces that tantalize the senses like never before.

Because water lies at the heart of every standout cup of coffee, the Bluewater Café Station redefines the bean-to-cup journey by perfectly calibrating the mineral composition of water to match the unique profile of the coffee bean being used. This allows barista artists to unlock and amplify the intricate flavours and aromas of their speciality beans to deliver a consistently sublime brew.



“Tap water quality is often overlooked despite playing a crucial role in the coffee brewing process,” says Maximillian Lundin, coffee division manager at Bluewater. “The Café Station solution not only purifies water of all known cancer-linked contaminants such as PFAS and other chemicals but physically enhances it with the unique Bluewater Liquid Rock mineralizing technology, providing baristas a reliable ‘best friend’ in their pursuit of the perfect brew.”

With its advanced tech and user-friendly design, the Bluewater Café Station is a surgically precise tool allowing baristas to unlock the full potential of elite

coffee beans beyond mere precision brewing. Leveraging artistry and science in equal measure, the Bluewater Cafe Station empowers the barista to elevate their craft by enabling them to tailor their water's mineral balance to perfectly harmonize with each bean's distinctive profile.

From the vibrant florals of Ethiopian Heirlooms to the delicate complexities of Panama Geisha, the Bluewater Cafe Station allows baristas to highlight and showcase every nuanced note, whether fragrant floral, bright fruitiness, or chocolatey undertones. Designed for those who appreciate both tradition and innovation, the system ensures that each brew tells the bean's story, delivering an unparalleled experience with every cup.

“The Bluewater Café Station allows baristas to super-power their craft like never before,” Lundin says.

Café Station Highlights:

- Customizable Mineral Composition: Tailor the water's mineral profile in real time using a Smart App to highlight specific flavours across the various coffee beans spectrum.
- Designed for Professionals: Ergonomically crafted for ease of use, making it an invaluable addition to any café.
- Enhanced Flavour Extraction: Optimized water temperature and mineral balance refine the coffee extraction process, ensuring a superior cup every time.
- Improved profitability: The unique Bluewater mineral formula prevents scaling, a major consequence of the hard water that besets much of the country. This translates into lower service needs, minimal maintenance costs, and longer-lasting equipment – plus better tasting beverages.
- Sustainable Technology: Employs energy-efficient systems that align with eco-friendly practices.

As the specialty coffee culture continues to flourish across the UK and globally, Bluewater's Café Station stands out as the quintessential companion for coffee aficionados dedicated to their art. With its ability to transform

ordinary water into a transformative ingredient, baristas can now experiment and innovate with greater certainty than ever before, crafting signature drinks that leave a lasting impression.



“The Bluewater Café Station has already become my new best friend,” says Douglas Conde, barista and head of coffee at London’s acclaimed Day Trip artisan coffee shop in Islington. The shop installed a Bluewater Café Station in July 2024 and says it has delivered faultlessly on all bean taste expectations. Baristas throughout the UK are now invited to join the coffee revolution and discover how Bluewater’s Café Station can elevate their brewing game.

Note to Editors

The quality of tap water in the UK is lagging EU countries when it comes to the amount of PFAS chemicals allowed in drinking water, says the Royal Society of Chemistry. A Bluewater investigation of London tap water in March 2024 found significant contamination of the capital’s tap water by unhealthy ‘forever’ chemicals such as PFOA and PFOS., which have been linked to cancer, high cholesterol, liver damage, asthma, allergies, reduced fertility, and birth defects.

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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. Bluewater products are available globally to consumers, hotel and catering operations, event and venue organizations, and educational institutions. Discover more about the Bluewater Café Station [here](#)

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