



Demonstrating how the Bluewater Café Station helps professional baristas can take brew flavor from 'pretty good' to 'wow'

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Bluewater “On Tour” Kicks Off in Los Angeles at Coffee Fest – Bringing Better Water (and Better Coffee) to the Barista World

Los Angeles, CA, August 17, 2025 – Great coffee starts with great water. That’s not marketing spin, that’s just reality – and Bluewater is hitting the road to prove it. We’re officially kicking off our U.S. “On Tour” series at Coffee Fest Los Angeles, August 22–23, 2025, at the Los Angeles Convention Center, showing professional baristas, café owners, and coffee geeks how purer,

remineralized water can take flavor from “pretty good” to “oh wow.”

We’ll be easy to find – and even easier to taste.

- Booth 904 – Pro Coffee Gear × Bluewater

This is our main hangout. Michael Fleischman (our resident coffee–water obsessive) will be overseeing continuous pour-overs, discussing water chemistry as if it were his favorite sport, and showcasing our LiquidRock (LQR) dosing side-by-side taste demos. If you’ve never tasted coffee brews super-powered with perfectly balanced minerals, this is your moment.

- Roasters Row, Booth 448 – Be Bright Coffee × Bluewater

Over here, you’ll find Frank La, U.S. Barista Champion 2024 and Bluewater Brand Ambassador, pulling out all the stops with Be Bright Coffee beans and Bluewater-purified and mineral-enhanced water. It’s a one-two punch of coffee talent and water tech, and yes, you can watch (and taste) the magic happen.



“We’re all about safe water, clean flavor, and repeatable results,” says Michael (photo above). “Coffee Fest is the perfect place to show what happens when you take water seriously – without making it complicated.”

Frank agrees: “When the water’s right, the coffee just sings. You can dial in a recipe and know it’ll taste the same every time – that’s huge for baristas and

cafés.”

The Bluewater Café Station is designed to give baristas complete control over the most critical ingredient in coffee – water. It delivers ultra-purified water on demand, leveraging the power of the proprietary Bluewater second-gen reverse osmosis SuperiorOsmosis system, then re-mineralizes it with precisely measured mineral blends tailored for brewing. That means cafés can lock in consistent taste, extraction, and aroma across every cup, regardless of the local water supply. It’s compact, built for busy service environments, and easy to integrate and service alongside espresso machines and brew bars. The Café Station has already earned industry recognition for its ability to elevate quality while cutting out single-use plastic bottles., including prestigious awards such as Best New Product at World of Coffee Dubai 2025 and being named a 2024 “Best Buy” by The Caterer magazine.

LiquidRock™ (LQR) is Bluewater’s patented [mineral dosing innovation](#) that takes this precision a step further.

Instead of pre-blended packets or guesswork, LQR uses stabilized mineral concentrates, dosed in exact micro-quantities, to create a repeatable water profile every time. Baristas can choose a recipe – for espresso, filter, or signature drinks – and know the water will hit the exact balance needed for optimal extraction. The result is not just better-tasting coffee, but a workflow that removes variables, saves time, and ensures customers get the same exceptional flavor in every cup.

Bluewater will have handouts (yes, you can take home a little vial of LQR magic), tri-folds explaining how it works, and two booths full of people who genuinely want to talk about your water. Whether you’re a seasoned barista wanting to super-power your brewing skills, a café owner looking to up your consistency, or just someone who loves good coffee, you’ll leave with something new to think about – and probably a smile.

Where to find us at [Coffee Fest LA](#), August 22–23, 2025:

- Booth 904 – Pro Coffee Gear × Bluewater
- Roasters Row, Booth 448 – Be Bright Coffee × BluewaterSafer water. Cleaner flavor. Repeatable results – LIVE in LA.

About Bluewater

Founded in 2013 in Stockholm, Sweden, Bluewater aims to be the world's most planet-friendly water purification and beverage company by offering 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 across the USA to consumers, hotel and catering operations, event and venue organizations, and educational institutions. Bluewater empowers businesses, including specialty coffee shops, to achieve unparalleled taste consistency and beverage excellence. Superpower your water health at 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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