



Bluewater



Fast and furious beach soccer tournaments are played in challenging sun-baked environments that demand good hydration for athletes and fans.

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Bluewater Quenches Thirst of Beach Soccer Stars and Fans Under Blazing Sardinian Sun as Official Hydration Partner for 2023 World Beach Soccer Championship

LONDON, September 28, 2023 – Bluewater, a world-leading innovator of hydration solutions and beverages, has stepped up to hydrate and energize beach soccer stars and their fans during an intense [2023 World Beach Soccer](#)

[Cup Championship](#) underway at Alghero on the picturesque island of Sardinia.

Despite soaring temperatures, [Bluewater](#), the Official Hydration Partner for the event, ensures athletes and fans stay at the top of their game and healthy by serving on-demand refreshing and super-clean water from the brand's advanced water refill stations.

"We understand the significance of proper hydration both when it comes to maximizing athletic performance and hydrating fans at large-scale events, especially in challenging environments like beach soccer tournaments," said Bluewater Founder and CEO Bengt Rittri, a Swedish environmental entrepreneur (photo below).

Beach soccer is a fast-paced and physically demanding sport, requiring athletes to stay hydrated to maintain their performance levels and prevent fatigue.

Mr. Rittri noted that Bluewater has built a massive reputation in the events industry worldwide for the depth of its commitment to promoting health and vitality with innovative and sustainable hydration solutions for events, venues, and concerts. Bluewater's solutions allow locally available water to be purified and chilled on-site, offering refreshing and hydrating refills where and when they are required. Bluewater's philosophy therefore ends the need for plastic water bottles and other single-use vessels.

"We are delighted at Bluewater to bring our extensive knowledge about water and sustainability, and the importance of hydration to health and well-being, into a partnership with the World Beach Soccer organizers. The deployment of our systems will enable a state-of-the-art and environmentally sensitive hydration ecosphere to be provided for athletes, staff, and fans throughout the intensive event" Mr Rittri said.

Joan Cuscó, President of Beach Soccer Worldwide, stated: "Sustainability is a value we hold in high regard. This partnership with Bluewater not only reflects our commitment to this principle but also serves as a clear demonstration that our sport cares deeply about preserving the beauty of the beaches where we host our tournaments. Together with Bluewater, we are taking meaningful steps towards a cleaner, more sustainable future for beach soccer."

Beach Soccer Worldwide (BSWW) is the entity behind the global promotion and development of beach soccer, which FIFA recognizes. The organization arranges over 300 top-class international events in 30+ countries involving up to 200 national teams and clubs in men's and women's categories. Long-running competitions include the Euro Beach Soccer League, the Mundialito, the Intercontinental Cup, the Euro Winners Cup, the World Cup Qualifiers, the World Championships, and the Mundialito de Clubes.

Bluewater's hydration solutions have gained recognition for their unique delivery of refreshing and essential source hydration at a host of top-level sporting events, including The Open, The AIG Women's Open, The Ocean Race, the America's Cup, and numerous running events, including the Cape Town Marathon.

"With this fantastic partnership in the world of beach soccer, we have further reinforced our position at Bluewater as the go-to player in the sports hydration industry. Our dedication to supporting athletes to perform at their best and ensuring event fans can properly hydrate, without the damaging impacts of single-use plastic bottles, further emphasises our commitment to sustainability and innovation," said Philip Russell, the Managing Director of Bluewater's international events operation.

Media contact

For more information, don't hesitate to contact Dave Noble, Bluewater PR and communication director, at david.noble@bluewatergroup.com or +44 7785 302 694.

About Bluewater

Bluewater has set its sights on being the world's most planet-friendly beverage company by innovating disruptive water purification technologies for home, work, and play. Providing drinking water generated and distributed at the point of use, combined with reusable stainless steel and glass bottles, is helping Bluewater to break the stranglehold of single-use plastic bottles and their unnecessary, polluting transportation. Bluewater products are available to consumers, hotel and catering operations, and event and venue organizations in Europe, the USA, the UK, China, Southeast Asia, the Middle East, and Africa. Bluewater has been honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award, and has been recognized for its sustainability efforts by numerous other publications.

<https://www.bluewatergroup.com>

About Bluewater and FloWater

Stockholm-based Bluewater and Denver, Colorado-based FloWater merged in early 2022, and share a mission of innovating solutions for eliminating single-use plastic water bottles and providing access to safe, purified and great-tasting drinking water for everyone. With their beverages, advanced water purification tech, water refill stations and sustainable bottle solutions, Bluewater and FloWater provide water free of heavy metals, 'forever chemicals' (PFAS), bacteria or viruses, microplastics and other contaminants to consumers, business, schools and large-scale sports events globally. Both Bluewater and FloWater have been honored with *Fast Company* "World Changing Ideas" awards, and featured in numerous leading media, including CNN, Forbes, Inc., The Hollywood Reporter, The Financial Times, and The Daily Telegraph.

For additional information, visit www.bluewatergroup.com and www.drinkflowater.com

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Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694