



Bluewater



Microplastics abound in your coffee, but Bluewater offers the solution

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Bluewater Superpowers Tap Water as Microplastics Invade Everyday Beverages

Stockholm, Sweden – August 26, 2025 – A groundbreaking new UK study has revealed that microplastics are present in virtually every type of beverage we consume daily – from coffee and tea to juice, fizzy drinks, and bottled water – underscoring the urgent need for solutions like those pioneered by Swedish water purification leader Bluewater. Researchers from the [University of Birmingham](#) tested 155 popular beverages sold across the UK and found synthetic microplastic particles in every single one.

The findings show that hot tea contained the highest levels, averaging 60 particles per litre – more than double the levels in soft drinks. Coffee was also heavily affected, with hot coffee averaging 43 particles per litre and iced coffee 37. Even fruit juices and energy drinks contained measurable amounts of microplastics.

The researchers warn that, based on typical beverage consumption, women in the UK may ingest around 1.7 microplastic particles per kilo of body weight per day, while men are close behind at 1.6. Heat was identified as a key factor, with hotter drinks consistently leaching more plastics into beverages.

“This is the first time anyone has looked at total beverage intake rather than just water,” said co-author Professor Stuart Harrad. “It’s a step towards understanding the real scale of everyday exposure.”

Innovation Against Contamination



“Microplastic and toxic chemical contamination of our drinking water and

everyday beverages is one of the most alarming health challenges of our time,” said Bengt Rittri, Bluewater founder and CEO. “People should not have to worry that every sip of tea, coffee, or juice is delivering tiny plastic particles or PFAS ‘forever chemicals’ into their bodies.”

Bluewater, the Swedish-founded global water purification and beverage brand, has developed a solution to this urgent challenge. Its SuperiorOsmosis™ technology removes over 99.7% of all known contaminants from tap water, including microplastics, PFAS, lead, and other toxic chemicals. Unlike conventional filters, SuperiorOsmosis™ delivers high performance with minimal waste, ensuring safe hydration in homes, cafés, restaurants, and even at major sporting venues.

To further enhance taste and hydration benefits, Bluewater’s LiquidRock™ mineralisation system adds back a precise blend of essential minerals. The result is water that not only tastes pure and fresh but also supports better wellness, improved hydration, and enhanced physical and mental performance.

The award-winning Bluewater Café Station has already proven a huge hit among baristas and specialty coffee shop owners around the world. By first removing unwelcome contaminants such as toxic chemicals and microplastics, then re-mineralising with Bluewater’s LiquidRock™ solution, the Café Station empowers baristas with full control over their brew water. The result is an elevated coffee experience, unlocking the bean’s full flavour potential and enhancing taste consistency for discerning customers.

As Rittri concluded: *“Bluewater superpowers your tap water to optimize your hydration. Clean water is the foundation of human health. By harnessing innovation, we can free people from hidden dangers in what they drink every day and give them back the simple joy of a safer cup of coffee or tea.”*

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About Bluewater

Founded in Stockholm in 2013, Bluewater is on a mission to be the world’s

most planet-friendly water purification and beverage company. Award-winning and globally trusted, we deliver innovative hydration solutions for homes, businesses, and events—providing safer, great-tasting water without single-use plastic waste. Discover more at [Bluewatergroup.com](https://www.bluewatergroup.com)

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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