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## **Bluewater Unveils Game Changing Restaurant Station at London Excel Hotel and Innovation Expo**

London, UK – October 14, 2024 – Bluewater, a global leader in innovative water purification and beverage solutions, showcases its groundbreaking Restaurant Station for the Horeca (Hotel, Restaurant, Café) industry at the 2024 Hotel and Innovation Expo. At London's iconic Excel venue from October 15 to 16, the show aims to support the evolving needs of the modern hotelier. Attendees will be able to witness live demonstrations on Booth M42

of the game-changing [Bluewater Restaurant Station](#), launching in the UK to enhance restaurant operational efficiency and profitability – and end the need for single-use plastic bottles.

As the hospitality industry grapples with the mounting pressure to reduce costs, enhance customer experience, and adopt sustainable practices, the Bluewater Restaurant Station emerges as a timely and effective solution. By offering a convenient alternative to still or sparkling bottled water, the system significantly reduces the costs associated with water procurement and waste management, allowing businesses to redirect their resources to more critical areas.



The award-winning compact, under-sink [Bluewater Spirit purifier](#), recognized for its exceptional performance and quality, purifies tap water of up to 99.7 percent of toxic chemicals such as PFAS. Bluewater's Bluewater Restaurant Station serves both still and sparkling water, available chilled or ambient, making it a versatile addition to any dining establishment. But the innovation doesn't stop there. At the heart of this remarkable system is Bluewater's proprietary Liquid Rock® system, a unique blend of Swedish minerals meticulously crafted to ensure balanced hydration and an exceptionally refreshing taste.

Liquid Rock® is a pioneering product in the market, expertly formulated to

maintain an ideal mineral ratio—twice as much calcium to magnesium—optimized for maximum absorption by the body. This thoughtful design not only enhances the water’s taste but also provides vital nutrients that promote health and well-being, ensuring that your guests receive the best quality water.

In addition to its health benefits, Liquid Rock helps combat one of the common challenges restaurants face in the UK: hard water. By eradicating scaling on utensils and glassware, the Bluewater Restaurant Station allows establishments to maintain a pristine appearance without harsh chemical cleaners. This improves the overall dining experience for guests and reduces maintenance costs for operators. It will enable a restaurant or bar to adjust their mineral intake precisely, offering complete control over water’s taste and health benefits. With three mineralization levels, you can choose the taste that suits you best: light, medium, or bold.



“At Bluewater, we believe that access to clean, great-tasting water is essential for both guests and restaurants alike,” said Bengt Rittri, founder and CEO of Bluewater (pictured above). A renowned Swedish ecopreneur who sold his previous company, Blueair, to Unilever in 2016, Bengt added: “The Bluewater Restaurant Station is a game-changer, enabling restaurants to provide high-quality hydration while simultaneously lowering operational costs. We’re excited to demonstrate how our innovative technology can

transform how hospitality businesses approach water service.”

### Key benefits of the Bluewater Restaurant Station

- Hyper efficient, quiet running compact under-sink Bluewater Spirit purifier, removing up to 99.7 percent of toxic PFAS chemicals and other contaminants from lead to bacteria...
- The system uses a customer’s existing taps, delivering a robust clean water delivery rate of around 3 liters per minute...
- Unique intuitive sink-mounted visual at-a-glance water quality monitor that shifts from orange showing unclean water to blue confirming purified water...
- Groundbreaking smart mineralization solution automatically adding a perfect mix of essential minerals...
- Smartphone App providing personalized water mineralization choices
- Low energy usage and service requirements

Visitors to the Independent Hotel Show will have the opportunity to engage with Bluewater’s team of experts, who will explain the features and benefits of the Restaurant Station. Attendees can also learn about the significant environmental advantages of transitioning from bottled water to an in-house water purification and beverage system. This shift not only contributes to sustainability goals but also meets the increasing consumer demand for eco-friendly practices, allowing restaurant managers to take pride in their establishment’s environmental responsibility.

The Independent Hotel Show supports the modern hotelier, offering insights into the latest trends, technologies, and products that enhance guest experience and operational efficiency. With Bluewater’s Restaurant Station, restaurants can redefine their water service, leading to a more sustainable and profitable future.

Join Bluewater on Stand M42 during the Hotel and Innovation Expo at London's Excel venue to discover from our sales head, Antonio Tedeschi, and



managing director, Philip Russell, how the Restaurant Station can elevate your establishment's dining experience, streamline operations, and enhance profitability.

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#### About Bluewater Group

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 such as schools and universities. Discover more about our innovative solutions, from purifiers to reuseable bottles, at [bluewatergroup.com](http://bluewatergroup.com)

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