



Michael Fleischman has been appointed Bluewater Regional Technical Business Development Specialist in key move to drive Bluewater's strategic expansion in the USA.

Apr 14, 2025 01:02 EDT

Bluewater USA Welcomes Coffee Industry Veteran Michael Fleischman as Regional Technical Business Development Specialist

Kansas City, Missouri – April 14, 2025 – Bluewater USA Inc. is proud to announce the appointment of **Michael Fleischman** as **Regional Technical Business Development Specialist**, marking a major milestone in the company's strategic expansion across the U.S. specialty coffee and water

purification markets.

With over **20 years of experience in the coffee trade and drinking water world**, Michael brings a wealth of industry knowledge and deep-rooted connections from his work in both the coffee and water sectors. He most recently served as Sales Manager for **BWT**, leading business development across North America within the food and beverage industry.

“Michael will play a vital role in the new Bluewater U.S. operation, which is growing strongly after relaunching this year from a Covid-19 pause,” said Niklas Ivarsson, President of Bluewater USA. “We are delighted to have attracted Mike to our team—he brings unmatched expertise from the specialty coffee industry and a passion for pure water and coffee that aligns perfectly with our brand vision.”



Based in **Phoenix, Arizona**, Michael is an avid outdoorsman who enjoys serious backpacking adventures with his German Shepherd ‘Fonz’. His enthusiasm for both great coffee and clean water makes Michael ‘the perfect fit to help lead Bluewater’s mission to deliver game-changing innovations to the U.S. café scene’, says Niklas.

Michael will be on hand at the Houston Coffee Expo, Houston, TX, at the

George R. Brown Convention Center, April 25–27, 2025 where Bluewater will launch its revolutionary Café Station, a next-generation water purification and delivery system designed specifically for coffee professionals and baristas.

“The coffee scene is like a cult for both baristas and their coffee drinking aficionado’s, and I’m super-charged to be given the opportunity by Bluewater to help launch their awesome Café Station,” says Michael. “It’s truly unique in the industry—giving baristas, for the first time ever, the unparalleled ability to ensure a perfect brew every time, while boosting the working routines and profitability of coffee shops everywhere.”

Meet with Michael and the Bluewater team at Booth #958 at the Houston Coffee Expo or get in touch with him directly at michael.fleischman@bluewatergroup.com or +1 (714) 791-4044.

For press inquiries, contact Dave Noble, Bluewater global media T: +44 7785 302694 / E: david.noble@bluewatergroup.com

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. Honored 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 in North America to consumers, hotel and catering operations, event and venue organizations, and educational institutions. Discover more [here](#)

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]

Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694