



Bluewater's award-winning Café Station elevates every cup by allowing baristas to fine tune the water they use like never before while supporting a healthier planet

May 29, 2025 02:49 EDT

Coffee Brew Revolution: Bluewater's Café Station Takes Centre Stage at the Speciality Coffee Expo at Fourways

Johannesburg, 29 May 2025 - Bluewater, a global leader in sustainable water purification and beverage solutions, will participate in a unique media activation at the highly anticipated [Speciality Coffee Expo](#), which is taking place at the Fourways Shopping Centre in Johannesburg from Friday, 30 May to Saturday, 1 June 2025. This event coincides with the mall's grand relaunch, offering media a dynamic platform to experience Bluewater's innovative

offerings amidst South Africa's premier coffee showcase

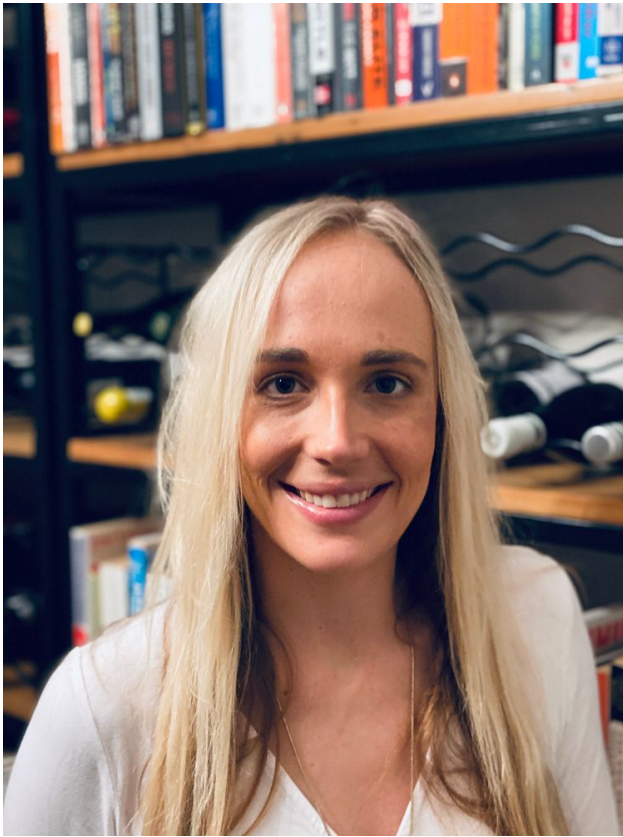
As a highlight of the event, Bluewater will showcase its remarkable [Café Station](#), now officially launching in South Africa. The Café Station has already proven a major commercial success in international markets, including the UK, USA, and UAE, where it recently won the Best New Product Award at the Dubai Coffee Festival.

To mark the occasion, Bluewater will host an exclusive tasting experience at the Speciality Coffee Association (SCA) competition area. Media attendees will be invited to sample coffee brewed using two distinct water sources – standard municipal water and water from Bluewater's precision-engineered Café Station, which uses purified water in combination with the company's game-changing LiquidRock™ solution.

Specifically designed for specialty coffee, the Bluewater system allows baristas to fine-tune water mineralisation to match specific roast profiles, delivering exceptional control, flavour clarity, and brew consistency. This tasting will enable journalists and other guests to "Taste the Difference" and experience firsthand the profound impact of water quality on coffee flavour.

The LiquidRock® is harvested from pristine dolomite in Sweden's northernmost mountains and its liquified formula features a carefully balanced calcium-to-magnesium ratio, enhancing taste while supporting health and preventing scale buildup, which is essential for maintaining brewing equipment. The patented liquid mineral formula doesn't break down from heat, meaning baristas no longer need to worry about costly repairs or breakdowns due to hard water damage.

Each media representatives will receive a stylish, reusable Bluewater-branded glass water bottle with a white silicone loop. A custom tag attached to each bottle will direct recipients to more information about Bluewater's products and mission for a cleaner, plastic-free planet.



“We’re thrilled to be part of this collaborative celebration of quality, sustainability, and innovation,” said Janneke Brasecke, Bluewater Africa chief executive. “This activation not only highlights the excellence of South African coffee culture but also showcases how Bluewater’s technology - and our award-winning Café Station - can elevate every cup while supporting a healthier planet.”

Join us for the Speciality Coffee Expo at Fourways Mall from the 30th of May to 1 June, enjoy world-class coffee, and experience the future of sustainable water solutions with Bluewater.

For more information:

South Africa media enquiries, please contact: Michelle Ford, Optimise Plus Marketing & Communications on michelle@optimiseplus.co.za or 072 535 0312.

International enquiries to David Noble, Bluewater chief communications officer, at david.noble@bluewatergroup.com

About Bluewater

Founded in 2013 in Stockholm, Sweden, Bluewater is committed to becoming the world’s most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and

play. Bluewater has been honoured with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award, and a 2024 GOOD DESIGN® Award from the prestigious Chicago Athenaeum: Museum of Architecture and Design. Discover how Bluewater empowers businesses and consumers to achieve unparalleled water and beverage excellence [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^[1]

Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694