



Bluewater Café Station™ solution not only purifies water of all known contaminants but also optimally enhances it using Bluewater's exclusive Liquid Rock® mineral dosing system

Feb 09, 2025 08:30 EST

## Coffee Enters a Revolutionary New Era with the Bluewater Café Station Debut at World of Coffee Dubai

*Dubai, UAE – February 10, 2025* – As coffee continues to be celebrated in numerous studies for its health and wellness benefits, a revolutionary innovation is set to redefine the coffee experience across the UAE and wider Middle East. The groundbreaking **Bluewater Café Station**, recognized by *The Caterer Magazine* as a 2024 'Best Buy' for specialty coffee shops in the UK, will be showcased at the **World of Coffee Expo** in Dubai from **February 10-12**

on Booth Z5-G6.

At the heart of this innovation is Bluewater's mission to ensure that every cup of coffee not only tastes extraordinary but also promotes well-being. The Café Station™ guarantees that the water used in brewing is free from contaminants increasingly found in tap water worldwide, such as toxic chemicals like PFAS, and microplastics. But the innovation doesn't stop at purification – the Bluewater Café Station empowers baristas with unmatched brewing consistency, pushing the boundaries of specialty coffee craftsmanship.

Recent studies have highlighted several possible health and well-being benefits associated with moderate coffee consumption, including a [lower risk of death](#) from various causes such as heart disease and stroke, a [reduced risk](#) of developing type 2 diabetes, and [helping](#) to maintain healthy liver enzyme levels.



“The **Bluewater Café Station™** solution not only purifies water of all known

contaminants but also optimally enhances it using our exclusive **Liquid Rock®** mineral dosing system,” says **Maximillian Lundin**, head of Bluewater’s Coffee Division and a former top Swedish chef with a passion for sustainability. “This ensures that every cup brewed achieves its fullest flavour potential, creating an unparalleled sensory experience for coffee lovers.”

The Café Station’s **precision water calibration technology** tailors the mineral composition of water to match the unique profile of each coffee bean. By fine-tuning water chemistry, baristas can confidently unlock and amplify the intricate flavours and aromas of their specialty beans, ensuring a sublime and consistent brew every time.



Lundin adds, “Another major benefit of the Bluewater solution is that it significantly reduces scaling, which cuts down on the cleaning and servicing needs of costly brewing equipment while extending its lifespan – all benefiting coffee shop profitability.”

Visitors to the Bluewater booth – staffed by a team from Bluewater and the company’s **UAE and Middle East partner, NIA** – can experience these innovations firsthand and savour exceptional coffee brews in **Zabeel Hall 5, Stand G6** at the Dubai World Trade Center.

In a further advancement for precision coffee brewing, **Bluewater** and **NIA** – the UAE’s leading distributor of innovative living appliances and well-being solutions – have announced a groundbreaking collaboration with **Roasttrip**, the exclusive UAE distributor of **Kees van der Westen** espresso machines. This partnership will debut the **Spiritello** machine, seamlessly integrated with the Bluewater Café Station™, marking a significant leap in specialty coffee

innovation.

Additionally, visitors to the **World of Coffee Expo** will have the opportunity to stay hydrated with **purified, chilled Bluewater**, available free of charge from Bluewater-branded dispensers strategically placed throughout the exhibition. Don't miss Bluewater's game-changing outdoor **City Station**, equipped with two 55" video screens broadcasting real-time information and messages to the public while also serving purified water on demand.

With its deep-rooted Swedish commitment to quality and sustainability, the Bluewater brand's broad spectrum water purification and beverage offerings for home, work, and play are designed to meet the evolving good hydration needs of both consumers and businesses alike. From energy-efficient under-the-sink water purifiers to water-enhancing mineralizer solutions and public water dispenser with cutting-edge performance, the Bluewater product lineup uniquely encompasses practically every 'no substitute for excellence' hydration need in a sustainable planet-friendly way.

**Bluewater local press inquiries UAE/GCC**, contact: Hannah Hall, +971 52 549 3067 /

[hannah@grassportspr.com](mailto:hannah@grassportspr.com)

**Bluewater International press inquiries**, contact Dave Noble, Bluewater Chief PR and Communications Officer, +44 7785 302 694 /

[david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com)

**NIA media inquiries**, please contact Rohith Thomas, Asst Manager – Marketing & Communications, [rohith@nia.me](mailto:rohith@nia.me) / +971 56 5391445

### **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. Honoured 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 the UAE and elsewhere across the GCC region to consumers, hotel and catering operations, event and venue organizations, and educational institutions. Discover more about how Bluewater empowers businesses, including specialty coffee shops, to achieve unparalleled taste consistency and beverage excellence [here](#).

## About NIA

NIA is a leading supplier of quality and innovative HVAC solutions, living appliances and well-being products to the Middle East region; driven by the pursuit to bring the best products to the home and workplace. Its operations are administered through a network of subsidiary companies in the United Arab Emirates and other parts of the GCC with its office registered in JAFZA.

---

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](http://www.bluewatergroup.com)<sup>[IG1]</sup>

## Contacts



### **David Noble**

Press Contact

PR & Communications Director

Public relations and corporate communications

[david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com)

+44 7785 302 694