



Bluewater



Bluewater will be wooing and wowing coffee professionals at New York's 2026 Coffee Fest this weekend with its unique Cafe Station

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## Great Coffee Starts with Better Water: Bluewater Shows How at New York Coffee Fest 2026

*Bluewater SuperiorOsmosis clears the slate, while LiquidRock rebuilds the minerals. Taste the difference March 8–10 at the Javits Center.*

NEW YORK – March 8–10, 2026. Ask any barista what matters in a great cup, and you'll hear the usual answers: origin, roast, grind size, brew time. But one ingredient still flies under the radar – water.

At Coffee Fest New York 2026 this weekend, Bluewater is making water the focus. Partnering with premium coffee equipment supplier Pro Coffee Gear, they will be at Booth #2510 to show how water quality affects flavor, consistency, and equipment performance in cafés.

The message is clear: even the best coffee can't overcome poor water quality.

Municipal water is always changing. Mineral levels go up and down, and the water may contain unwanted substances like heavy metals or PFAS, known as "forever chemicals." For cafés that want consistent flavour in every cup, this variability is a daily challenge.

Bluewater improves water quality with a straightforward two-step process: first with its proprietary SuperiorOsmosis™ tech, then its unique LiquidRock® mineral mix.

First, Bluewater's second-generation reverse osmosis [SuperiorOsmosis](#) system removes over 99 percent of contaminants and helps keep tap water quality steady. This creates a clean, reliable base that's perfect for brewing coffee. Next is [LiquidRock](#). LiquidRock adds the right minerals with precision., letting baristas achieve a balanced extraction and highlight the flavours the roaster intended.

During the three-day event, Bluewater will brew coffee from its Brand Ambassador Roasters at the booth. Visitors can taste how different water profiles affect clarity, sweetness, and balance in each cup.



“At Bluewater, we obsess over every variable in coffee – the dose, the grind, the brew time – but many cafés still rely on whatever water comes out of the tap,” said Bluewater USA chief Niklas Ivarsson. “Our approach is simple. First, make the water safe and consistent. Then design the minerals for flavour. When you control the water, the coffee really starts to shine.”

At Booth #2510, visitors can watch Bluewater’s [Café Station 1](#) in action. This pour-over system delivers brewing water that’s precisely tuned. Guests can also learn how SuperiorOsmosis and LiquidRock work together faultlessly to create stable water that both protects equipment and helps with better extraction.

[Coffee Fest New York](#) is a top specialty coffee event that brings together industry professionals from all over North America. In 2026, Bluewater and Pro Coffee Gear will encourage attendees to think differently about how water affects coffee quality. To experience the difference first-hand, join our daily tasting flight at Booth #2510, where we’ll guide you through how precise water profiles transform your cup.

Stop by **Booth #2510** to meet Bluewater and Pro Coffee Gear.

Coffee Fest New York 2026, Javits Center, New York, March 8 to 10, 2026

For more information about Bluewater USA, contact Niklas Ivarson at [niklas.ivarsson@bluewatergroup.com](mailto:niklas.ivarsson@bluewatergroup.com). International media enquiries to press chief Dave Noble at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com).

### **About Bluewater**

Founded in 2013 in Stockholm, Sweden, Bluewater aims to be the world's most planet-friendly water purification and beverage company. The company designs hydration solutions for home, work and public settings, with products used by consumers, hospitality businesses, venues, events and educational institutions worldwide. Bluewater has received multiple international design and innovation awards, including two Fast Company World Changing Ideas Awards and successive 2024 and 2025 GOOD DESIGN® Awards.

<https://www.bluewatergroup.com>

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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>

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