



The Bluewater Café Station creates the perfect foundation for brewing coffee, uniquely enhancing taste, aroma, and balance.

Jun 25, 2025 23:44 EDT

## **Swedish Water Innovator Bluewater Continues Its Global Coffee Onslaught at World of Coffee Geneva 2025**

Geneva, June 26, 2025 – Swedish hydration trailblazer Bluewater is back to redefine what great coffee can be, bringing its award-winning Café Station 1™ to the World of Coffee expo at Palexpo, Geneva . This prestigious event, running from June 26–28, at Booth 2071, is Europe's premier coffee trade event, attracting over 350 of the world's leading suppliers to the coffee and HoReCa industries who will exhibit across a dynamic 5,000 sq. m. exhibition floor.

Bluewater is making waves in the global coffee scene with its innovative Café Station 1™, a cutting-edge solution far beyond filtration. At the heart of the technology is Bluewater's proprietary SuperiorOsmosis™ system, which removes over 99% of contaminants commonly found in tap water – such as chlorine, PFAS, and microplastics – and then remineralizes the purified water with Swedish-sourced minerals. This unique process creates the perfect foundation for brewing coffee, enhancing its taste, aroma, and balance in a way that no other system can.



“We’re not just delivering pure water – we’re unlocking the full potential of every coffee bean,” said Bengt Rittri, Founder and CEO of Bluewater. “The Café Station 1™ is about elevating taste, enhancing sustainability, and helping baristas and coffee professionals serve unforgettable coffee with every pour.”

The Café Station 1™ has been turning heads and taste buds at leading coffee expos worldwide, winning acclaim for transforming how water influences coffee's flavor, aroma, and balance. Now, Bluewater is showcasing it at Europe's premier coffee trade event – World of Coffee Geneva – where over 350 of the world's leading suppliers to the coffee and HoReCa industries will exhibit across a dynamic 5,000 sq.m. exhibition floor.

With increasing attention to water quality in the coffee industry, Bluewater spearheads a new movement focused on purity, performance, and planet-friendly practices. By eliminating the need for plastic bottles and minimizing environmental impact, Café Station 1™ is a beacon of hope for the future of sustainable coffee service.

World of Coffee Geneva isn't just a trade show – it's a global stage for innovation, education, and collaboration. Bluewater is extending an exclusive invitation to baristas, roasters, café owners, and coffee journalists to visit Booth 2071 and experience the unique difference that great water makes with Café Station 1™.

## Come Taste the Future of Coffee

Join Bluewater at World of Coffee Geneva, June 26–28, at Booth 2071, and experience Café Station 1™ first-hand. Taste how water enriched with Swedish minerals can unlock a new dimension in coffee excellence – and discover why Bluewater is quickly becoming the go-to hydration partner for the world's most discerning coffee professionals.

---

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)

## 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