

## Press release

### The best water for the Emerald Isle!

BWT water+more is the Event Host Sponsor at World of Coffee 2016.

This year Dublin will play host to World of Coffee, Europe's biggest get-together for the coffee industry. More than 7,000 visitors from all over the planet are expected at the RDS Hall from 23 to 25 June. At the heart of the spectacle will be the World Barista Championship organised by the Speciality Coffee Association of Europe, at which the 2016 Barista World Champion will be crowned. But the latest products and innovative equipment will also be among the central themes at this 16th staging of the SCAE event. BWT water+more, the international water optimisation specialist, will again be the Event Host Sponsor at this year's World of Coffee, where it will be presenting its clever water optimisation solutions for coffee creations at world champion level under the motto "BWT – the best thing that can happen to your water".

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#### Master baristas to get the cups flying

The cups will be flying when the best national baristas do battle for the world title. Within just 15 minutes, competitors must serve the jury of this prestigious discipline four identical drinks, one each from the Espresso, Cappuccino and Signature Drink categories. Ratings will be given not only to taste, but also to performance, technical skills and presentation. In reigning national barista champion Erna Tosberg, Germany is sending a true friend of water into the race. After all, for the authorised SCAE trainer and chief barista of the roestbar in Münster, the right water is part and parcel of the preparation of that perfect coffee.

#### 98% water in coffee

The quality of water is hugely important for the sensory experience of a coffee, up to 98% of which consists of water. That's been impressively demonstrated by BWT water+more with its innovative system solutions for water optimisation. "Water can differ widely, depending on where it comes out of the tap. But the time it is taken also plays a role. The quality of water can be subject to fluctuation even when it comes from the same place. And you can taste the difference", says Dr. Frank Neuhausen, managing director of BWT water+more Deutschland GmbH. "These fluctuations are perfectly normal", Dr. Neuhausen adds reassuringly. Normal, then – but not exactly practical for coffee gourmets.

#### Multidimensional water optimisation

The modern water optimisation systems from BWT water+more take account of this fact and compensate consistently and reliably for such taste imbalances. In taking this multidimensional approach BWT water+more was the first water optimiser in the world to recognise the importance of the sensory experience of the water for the overall taste result in prepared coffee and turn it into an important criterion in product development. "To put it bluntly, anyone can prevent limescale", says Michael Hübner, sales director for Germany at BWT

water+more. "Real water optimisation, on the other hand, that focuses just as much on the sensory experience as efficient protection of the machine – now that's the challenge!"

With the development of multidimensional sensory water optimisation, the company has set new standards in the coffee industry. Baristas around the world swear by the system solutions from BWT water+more and pass on their knowledge of the relationship between water, coffee and the senses in workshops and training courses. "We are in constant dialogue with leading baristas and know exactly what they need and want", Dr. Frank Neuhausen explains. "We reap the benefits of this exchange and the results can be seen and tasted – at World of Coffee 2016, for instance!"

### **The best water in every situation**

Five filter systems from the comprehensive BWT water+more product portfolio are perfectly tailored to the requirements that arise in the preparation of coffee and cover 95% of all water situations:

- BWT bestmax: Established all-round solution for versatile applications in the food service sector and for coffee.
- BWT bestmax BALANCE: Innovative filter candle with the unique zero formula. It produces silver-free pure natural balanced water without any additives.
- BWT bestprotect: The "machine protector" offers extremely efficient protection against limescale and gypsum residues even with difficult untreated water while also ensuring an optimum pH value and excellent mineralisation of the water – both of which are ideal for the taste of coffee and espresso.
- BWT bestmax PREMIUM: Uniquely with BWT magnesium technology – for perfect extraction in all speciality coffees alongside reliable protection against limescale and gypsum residues.
- BWT bestaqua COFFEE: Based on reverse osmosis with subsequent remineralisation – powerful, compact and low-maintenance – ideal wherever absolutely consistent coffee water quality is required, particularly in large quantities.

### **BWT magnesium technology for complete coffee**

BWT bestmax PREMIUM and BWT bestaqua COFFEE are configured with the globally unique BWT magnesium technology. This mineralises the water in favour of magnesium, a key flavour carrier, by reducing the content of calcium, which tastes dull and forms lime. The magnesium content is also increased to improve extraction. The water is then free of all objectionable substances such as limescale, gypsum and chlorine, delivering an incomparably rich and round taste in coffees and espressos. First-class flavours can develop optimally and speciality coffees receive a stable, fine-pored crema.

But BWT magnesium technology also gives every glass of water, a key companion to the coffee, a perfect mineral note especially for cold drinks – thanks to the optimisation of the magnesium content.

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### **WoC visitors become water and coffee sommeliers**

At stand F 20, BWT water+more will be offering plenty of features for visitors to World of Coffee 2016. They can make multidimensional water optimisation a truly sensory experience, such as in the sense test at the BWT water bar, where they can sample a variety of water produced using different water optimisation solutions. With the practical and attractive water bottles given away free by BWT water+more, they can take away their favourite water, optimised with BWT bestdrink PREMIUM, and keep refilling at the BWT water dispenser. In the unique cup tasting experiment run by BWT water+more, guests can experience the influence of different water qualities on the taste of the coffee. Why unique? BWT water+more was the first water optimiser to use differently filtered waters in cupping. "When combined with different coffee blends and roasts, it is an extremely interesting and informative taste experiment that puts our concept of multidimensional water optimisation to a very practical test", explains Michael Hübner.

### **Prize draw for the coffee community**

The excitement won't be limited to the SCAE competitions: there'll be plenty ahead of the BWT water+more prize draw, at which the main prize to be won is an ultra-chic premium city bike for urban coffee professionals. The extremely useful World Birdy comfort folding bike from Riese & Müller boasts an 8-speed Shimano Nexus hub gear system, freewheel and hydraulic disc brakes and can be assembled and disassembled again in just 4 steps – a stylish and environmentally friendly way for the lucky winner to get to his or her favourite coffee hotspots in the future!

### **Sensorially perfect water for all!**

The optimised, sensorially perfect water won't just be available at BWT water+more's stand at WoC: "A number of exhibitors have asked BWT water+more whether they can use our optimised water at World of Coffee", Dr. Frank Neuhausen explains. "We were delighted by that and were happy to respond to this suggestion. In Dublin there will be an additional dispensing station for other companies, such as machine manufacturers, to avail themselves of. That means everyone will be able to access perfectly optimised water from BWT water+more."

### **About BWT water+more**

The technology edge enjoyed by BWT water+more delivers the optimum requirements for success precisely with speciality coffees. With clever filter systems and package solutions. BWT water+more boasts the world's biggest product portfolio for the optimisation of water for hot and cold beverages. Founded in 2005, the water filter specialist is a member of the global Best Water Technology AG (BWT). Established in Austria in 1990, the BWT Group is Europe's leading player in the water treatment industry, with more than 3,300 employees in 70 subsidiaries and affiliates.

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