

Press release

Water optimisation for coffee professionals

World of Coffee 2016: BWT water+more wows the coffee world!

Coffee professionals and enthusiasts from all over the world celebrated Europe's biggest coffee event of the year at World of Coffee 2016 in Dublin on 23-25 June. The Irish capital was also the venue for the 16th World Barista Championships organised by the Speciality Coffee Association of Europe, where 61 top baristas from all four corners of the Earth put the cups through their paces in a bid to be named world champion. BWT water+more, the international water optimisation experts for the catering and coffee industries, once again contributed to the running of the spectacle as Event Host sponsor and exhibited its clever filter solutions for world championship standard coffee creations for visitors.

Constructive: close dialogue with baristas

BWT water+more has made an excellent name for itself on the coffee scene all around the globe. Its practical optimisation systems for cafés, coffee shops, restaurants and all other conceivable outlets combine clever technology based on the latest findings on water with hassle-free handling. In its product development activities, the company has relied for years now on maintaining a close dialogue with baristas and coffee professionals all over the world in order to adapt its water optimisation solutions precisely to the requirements that apply in the preparation of coffee. "We see cooperating with this coffee elite – this transfer of knowledge – as the starting point for many of our innovations that secure an ongoing technological advantage for us," explains Dr. Frank Neuhausen, managing director of BWT water+more Germany.

Crucial difference: sensory water optimisation

The company's message that – when it comes to coffee water – it's not just a question of protecting machines from limescale and corrosion but crucially the sensory experience as well has struck a chord within the international barista community. "Our idea of sensory water optimisation has been very well received worldwide and is creating ever wider ripples in the coffee industry. And we've seen it again at World of Coffee 2016," says Dr. Neuhausen with some satisfaction. "There were plenty of visitors to our stand the whole time and a great deal of interest was shown in our technologies. It was also nice to get so much positive feedback from users of our water optimisation systems. Baristas are really glad to see a company pursuing the issue of the sensory experience for coffee water and developing the appropriate filter technologies." It's a point that the current German champion barista, Erna Tosberg, makes: "BWT water+more is genuinely a very, very big supporter on the speciality coffee scene, specifically with respect to researching the coffee preparation process."

The head barista at coffee house roestbar and director of the roestbar Coffee Academy in Münster represented Germany in the 2016 World Barista Championships and achieved an outstanding 10th place. At the Münster academy, SCAE-approved trainers pass on their knowledge to others, train

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coffee lovers and professionals in the sensory experience of coffee drinking and in preparing coffee and creating latte art. Erna's recommendation for success in creating aromatic coffee beverages: magnesium water. "At roestbar, we only use the BWT bestmax PREMIUM filter with magnesium technology. We get on very well with it, particularly for identifying filigree acidity."

Unique: BWT magnesium technology

Unique in the world, BWT magnesium technology mineralises the water specifically in favour of magnesium, a key flavour carrier, by reducing the content of calcium, which tastes dull and forms limescale. At the same time, the technology increases the magnesium content for optimum extraction. The water is then free of all unpleasant substances such as limescale, gypsum and chlorine, delivering a rich and round taste in coffees and espressos. First-class flavours can develop optimally and speciality coffees receive a stable, fine-pored crema.

Practical: always the right solution

BWT water+more has the world's biggest range of professional water optimisation systems for the coffee industry, and as a result the manufacturer can always provide the right solutions for very different water situations at point-of-use. Regardless of whether the water is too hard or too soft or whether there are specific problems, such as a nasty taste of chlorine, the filters remove all the undesirable constituents from the water and noticeably improve its sensory properties. At the same time, they continuously protect the machines against deposits and therefore provide for reduced service costs, longer operational availability and a longer service life.

Striking: minor expense – major impact

Visitors to World of Coffee were able to find out just how different an identical coffee can taste when you simply vary the water quality slightly using the right filter technology and optimise the sensory experience when they attended the Cup Tasting Experiment session with Cem Korkmaz. "In our cupping, water is the variable – not the type of coffee," explains the multi-award winning barista and founder of coffee shop COFFEEkult in Innsbruck. At WOC, Korkmaz appeared as Water Ambassador for BWT water+more. "The effect of the BWT Cup Tasting Experiment on participants is always striking. On the one hand, people simply don't expect that you can tweak the taste of coffee using different waters. So when you get the feedback, they're all the more astounded and enthusiastic. The cupping session is just a brilliant opportunity to convey to people in a completely sensory manner how BWT water+more's sensory water optimisation works. And in my experience, I've found that everyone notices the difference. Even lay coffee drinkers can tell the difference – you don't have to be a connoisseur of coffee."

In demand: optimised water courtesy of BWT water+more

"The water in Dublin isn't soft. It's not bad but chlorine has been added to it," reports Dr. Neuhausen from the event. As a result, BWT water+more's product was just what was needed at World of Coffee, and the water experts had a

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dispenser of their own on the stand for other exhibitors to use. "We used a suitable filter and produced the best water around in sensory terms," explains Dr. Neuhausen, "The other companies, such as machine manufacturers, were really happy with the service, as they always had the ideal coffee water for their own coffee on their stands." Dublin locals were also astonished when they tasted their tap water which had been optimised by BWT water+more. There wasn't a trace of the otherwise ever-present and unpleasant taste of chlorine. Instead, they savoured its refreshing flavour with well-balanced mineral notes.

Strong: support for the international barista community

For years now, the company has supported coffee professionals and SCAE competitions with its key water knowledge, mature technologies and plenty of commitment. "By supporting World of Coffee, we're saying to the international barista community: thank you for the many times you have provided a key stimulus for us and for your constructive contribution. Our intention is to continue to establish a superior coffee culture which takes account of the influence water quality has on the taste of the coffee and in this respect we are pulling in the same direction as the baristas. This and the fact that our technologies work and are very well received make us strong partners," comments Dr. Neuhausen. It is his belief that SCAE competitions perform a number of important functions at the same time: "They provide an incentive for delivering excellent performance, release creative potential and enthuse and inspire others to take a closer look at the wonderful beverage which is coffee – the most aromatic drink in the world!"

About BWT water+more Deutschland GmbH

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.

Photos Marc O'Sullivan for BWT water+more

BL5Q0842 (right Cem Korkmaz), BL5Q0958, BL5Q9382

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