

Press kit

BWT water+more – Sponsor of World of Coffee 2017

Water optimisation with vision for world-class coffees

Further information:

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Our key themes, in overview:

- 1) Filter solutions, designed with an eye to the bigger picture
- 2) Strong support for the SCA and other exhibitors
- 3) BWT water+more: share the vision, win, and lift off
- 4) Always with the right optimisation solution in view
- 5) Gaining the full perspective and maximum flexibility
- 6) Cupping with the World Champion and endless pleasure

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 optimising 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.

1)

Filter solutions, designed with an eye to the bigger picture

The coffee world is looking to Budapest: the vibrant metropolis is this year's home to Europe's hottest coffee event. World of Coffee takes off from 13-15 June at the Hungexpo, and with it the World Class Competitions for World Coffee Events (WCE) in the following disciplines: World Brewers Cup, World Latte Art Championship, World Coffee in Good Spirits Championship, World Cup Tasters Championship and World Cezve/Ibrik Championship. Visitors can look forward to three days full of thrilling battles – and to no end of inspiration for world-class coffees.

BWT water+more is again contributing to the staging of this event as event host sponsor. And that's not all: on Stand C5, the company is exhibiting unbeatably good solutions for water optimisation, designed with attention to every detail and an eye to the bigger picture. They enable users to produce the ideal water for coffee, anywhere in the world. That's something known to baristas and coffee professionals the world over, too. Many of them swear by these systems, which ensure effective machine protection and an outstanding sensory experience in equal measure.



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**2)
Strong support for the SCA and other exhibitors**

BWT water+more always takes a proactive approach, and this year once again it is ensuring the best coffee water and refreshing kicks of flavour throughout World of Coffee. Other exhibitors are most welcome to draw off their ideal coffee water at the BWT water+more stand. A second filling station is located in "The Village", which is home to roasters, coffee farmers, coffee-shop operators and manufacturers from all around the world. BWT water+more is making high-quality, food-safe 18-litre bottles available to all exhibitors for refilling. For endlessly good coffee pleasure.

And in the SCA Member Lounge, the water specialists are supplying visitors with minerally balanced drinking water from the dispenser. Pure, as a freshness kick between their many coffees or as an accompaniment to an espresso, a latte etc.



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3)

BWT water+more: share the vision, win, and lift off

A hot-air balloon offers a breathtaking 360-degree vision of the world. But what does this aerial vision have to do with good coffee? Quite a lot, actually! From the air, it is easy to recognise the variety in the countryside, with each different area underpinned by a geology which determines the mineral composition of the local water. The diversity of the countryside reflects the differences in local water qualities. But with modern water optimisation, it is possible to conjure cups of the best coffees with maximum repeatability, day after day and anywhere in the world.

With BWT water+more, coffee-lovers can share in any amount of vision: both from the comprehensive know-how of the filter specialists, and similarly by entering the major competition that BWT water+more is running at World of Coffee 2017.

The prize is a magnificent balloon flight for 2 x 2 people, as part of International Hot-Air Balloon Week 2018 in Salzburg's Lungau region. The lucky winners will be our guests at the Vital- und Relaxhotel Alm.Gut in St. Margarethen from 12-15 January. The BWT hot-air balloon will be taking off in the company of many other colourful balloons and providing views of this magnificent Alpine winter panorama.

The prize includes a 3-night stay with half board and a balloon ride in the Lungau region. The winners will be responsible for making their own return travel arrangements. But BWT water+more will be contributing a generous sum towards the costs of travel. To take part, visit BWT water+more at Stand C5 or online at www.bwt-wam.coffee.



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4)

Always with the right optimisation solution in view

On Stand C5, BWT water+more is showcasing advanced solutions for a wide range of areas of application and water situations to visitors attending World of Coffee. Matched to the local water quality, they produce the ideal water for coffee, decisively improving the extraction process and allowing the over 800 aromas of the coffee bean to develop unhindered – vitally important for roasters, coffee-house operators and restaurateurs, machine manufacturers and specialist retailers in the catering sector: in fact, anyone for whom consistently outstanding quality of flavour is crucial to their coffee.

At the same time, the filter systems ensure efficient protection of the machinery against limescale and corrosion. Thus users can actively combat expensive mechanical failures, achieve smooth operations and directly lower their costs of maintenance and servicing.

In BWT bestmax, our company has a genuine all-rounder on board, suitable for around 90% of all water situations. Special filters such as BWT bestprotect and BWT bestmax PREMIUM even prevent the build-up of gypsum. The taste expert BWT bestmax PREMIUM has the ground-breaking BWT magnesium technology "inside". This takes the mineral balance of the water to pole position for boundless coffee enjoyment, by shifting the proportion of calcium in favour of magnesium, as a taste carrier. The sensory gain in coffee which this patented technology brings has now also been demonstrated in a study by the Zürich University of Applied Sciences (ZHAW)*. Of particular interest for baristas, and also the trump card for optimising large quantities of water, BWT bestaqua COFFEE is being exhibited in Budapest. The compact unit consistently produces optimum coffee water from any feed water, using a combination of reverse osmosis and subsequent mineralisation.

* Reference to the literature for the study cited:

Marco Wellinger, Charting Water for Better Coffee. Café Europa, Winter 2016, 22–26. Online: https://issuu.com/crimsonmedia/docs/ce66-winter_2016

Melanie Stan, Das Mineralienverhältnis im Wasser bestimmt den Extraktionsprozess und den Geschmack des Kaffees (White Paper - 'The mineral ratio in the water determines the extraction process and the taste of the coffee'). Online: https://www.watertops.de/global/downloads/presse/white-paper-sensorik-studie_2017-03-14.pdf



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5)

Gaining the full perspective and maximum flexibility

Which filtration solution is precisely the right one, at what time, and in which place in the world? The BestWaterToolkit app gives you the full perspective! At World of Coffee, the BWT water+more team is exhibiting its software for smartphones or tablets. It makes choosing the right optimisation technology unbelievably simple, quick, reliable and easy. Simply enter the local water hardness, application and consumption – and the appropriate filter will be displayed in the right size.

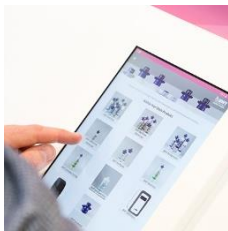
Another innovation being exhibited by the BWT water+more experts in Budapest is the new and unique BWT besthead FLEX filter head. It offers the most adaptable connection solution in the world! That ensures maximum user-friendliness and enables perfect filter installation, even under the constrained conditions that frequently prevail in the catering world.

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6)

Cupping with the World Champion and endless pleasure

Visitors to World of Coffee will encounter the pleasure of the extra-cool water of BWT water+more in many places. For instance, as pure refreshment from the water dispenser on Stand C5. And the ever-popular BWT water cart is once again touring the entire convention area. This allows you to top up with optimised Budapest water as often as you like. Best of all, using the cool mini water bottles that BWT water+more is offering as a gift to visitors. Manufactured in high-quality, non-rusting stainless steel and equipped with a handy karabiner, they surpass any disposable container when it comes to sustainability.

An exclusive on the BWT water+more stand is leading barista Zoltán Kis, World Champion 2012 in the discipline Cezve/Ibrik. The discipline relates to preparing Turkish coffee in small copper pots specially designed for that purpose, known as ibrik or cezve. At World of Coffee, Zoltán Kis invites visitors to take the revealing cup-tasting experiment of BWT water+more, which intensifies the sense of taste and vision in equal measure as participants experience via their own senses how different types of water influence the taste of the coffee. He demonstrates what the water optimisation technologies of BWT water+more are able to achieve, using various untreated waters of differing qualities from three Hungarian cities – Debrecen, Budapest and Pécs.

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