

Press release

BWT water+more - official `Qualified Water Filtration Sponsor` for `World Barista Championship (WBC)` 2022 - 2025

“Being the official water filtration sponsor of the World Barista Championships makes us extremely proud, as it is the consequent next step in our long-term support for the international coffee community, perfectly guided by SCA’, says Dr. Frank Neuhausen, Managing Director of BWT water+more Deutschland GmbH.

In addition to our WBC sponsorship, we will also strongly support the efforts of SCA towards sustainability, on various events and competitions. These activities will underline the similar targets of SCA and BWT in protecting our planet blue. Therefore, also the international coffee community with all stakeholders along the coffee chain will be part of the unique BWT initiative ‘Change the world – sip by sip’.

Since more than 16 years we have established a very special relationship to the world of coffee, thereby gaining deep insights in the needs for perfect water for a perfect coffee quality in the cup. This close cooperation with various partners as barista, roaster and manufacturers of coffee machines enabled us to further develop our practical solutions for water optimization, for daily business, worldwide. Therefore, serving now with perfect water for the competition of the ‘best of the bests’ in World Barista Championships marks a new milestone in our support for coffee enthusiasts.

This dialogue with baristas continues to inspire us for new innovations and progressive product ideas. It creates exactly the tools that the coffee community needs and values.

Our solutions and tools also help to achieve a uniform, consistently good taste quality in different outlets in different regions—important for owners of several cafés and for coffee shops, restaurants, and hotel chains. Our most active solution, BWT bestaqua ROC Coffee, proves this in an impressive way.

Learn more: www.bwt-wam.com
https://www.youtube.com/watch?v=51Y_1kqVVjl

Further information:

BWT water+more Deutschland GmbH
Dr. Frank Neuhausen
Konrad-Adenauer-Ring 13
65187 Wiesbaden
Tel. +49 611 58019-0
info@water-and-more.de
www.bwt-wam.com

Pressemitteilung

Social media:



<https://www.linkedin.com/company/bwt-water-more-international-professional-solutions/>



https://www.youtube.com/channel/UCI9d-vz_ZMW1TKLPzfoZBVg



<https://www.facebook.com/BWTwam>



https://instagram.com/bwt_wam

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Picture overview:

BWT_Change_the_world_sip_by_sip

BWT_bestagua_ROC_coffee



BWT water+more and its global partners are committed to changing the world – sip by sip – through their sustainable practices.

Photo credit: BWT water+more

With its globally reproducible water optimisation results and outstanding taste sensations, BWT bestagua 14 ROC Coffee is a hard-rocking solution for tea, coffee and other hot drinks.

Photo credit: BWT water+more

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BWT_water+more_Logo



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Dr. Frank Neuhausen
Konrad-Adenauer-Ring 13
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www.bwt-wam.com

Picture credit: BWT water+more

BWT water+more Deutschland GmbH, based in Wiesbaden, specialises in the development of water optimisation technology for hotels, restaurants and vending machines. The company was founded in 2005 as a wholly owned subsidiary of the Austrian BWT Holding GmbH. It offers the world's largest portfolio of products for the professional optimisation of water for coffee specialities, hot and cold beverages, ovens, steamers and dishwashers. In addition to its locations in Germany and Austria, BWT water+more has branches in several European countries such as Belgium, Denmark, France, Spain, Italy, Great Britain and Switzerland.