



Industry
Coffee

Three main Coffee Regions

Latin America, Africa,
Asia-Indo-Pacific

Water Standards

Coffee competitions, such as the World Barista Championship, World Cup Tasters Championship and World Brewers Cup, challenge and test baristas who are at the very top of their game. Water is controlled and regulated to an accepted standard.

Coffee consists of up to **98%** WATER...

The fact that water is a vital resource is true not only for drinking water but also for preparing the perfect cup of coffee. Baristas, roasters and suppliers at the forefront of speciality coffee are constantly striving for better beans, roasts and machines. Increasingly, they are looking at specifications of water and how it affects the quality of espresso in the cup. Also, consumers are becoming more informed about coffee preparation and all the other ingredients that go into the cup including water quality. Just like the other components in a brew recipe, water has a significant impact on the flavour, aroma, mouthfeel and crema of each coffee. After all, water does make up to 98% of any black coffee and 95% of espresso. With this in mind, coffee experts need the right water to create excellent coffee.

BENEFITS



Less limescale

Optimisation of mineral content in water



Better aroma

Reduction of elements that negatively impact taste and aroma



Less machine downtimes

Protection amend to high quality machines and reduction of costs

“ We have decades of **experience** working with **coffee** shops, to help them create a **high quality** coffee experience that keeps their customers coming back.

Miles Dawson | Sales Director, BRITA UK



CHRISTIAN ULLRICH



Former
Latte Art German
and
World Champion



„Good **coffee** needs high quality beans, good knowledge and **filtered water** in the correct temperature.“

The former Latte Art German and World Champion was sponsored by the professional filter division of BRITA at the world championships 2014 in Melbourne. For Christian, the good taste of coffee is key to his work.

Since water is an essential component and thus also a quality factor for a great-tasting coffee, BRITA and the barista enjoy collaborating at trade shows and customer events.

Matthias Molnar, Sales Director for the DACH region for BRITA professional filter products, is delighted by the collaboration: “We wanted to demonstrate to a vital audience of coffee connoisseurs the difference that develops when coffee is prepared with filtered water.”



ROB DUNNE



„If **water** is 98% of the make-up of **your coffee**, it obviously has a massive **effect** on the extraction of all your beverages.“

**Former 4th place
in the Irish Barista
Championship
3rd Place UK Coffee in
Good Spirits**



Rob is founding partner and director of Coffee buying and roasting at Old Spike Roastery, the co-founder of coffee barista partnership DunneFrankowski as well as former 4th place in the Irish Barista Championship, former 3rd place in the Irish Latte Art Competition and former certified sensory judge for the SCAE UK.

BRITA teamed up with specialist barista duo, Rob Dunne and Victor Frankowski, to launch an exclusive coffee training programme. The unique training sessions have been specially created to help operators understand how water affects the quality of coffee.

As Dunne states: “If water is 98% of the make-up of your coffee, it obviously has a massive effect on the extraction of all your beverages. What we look for in coffee is clarity – the water needs to have a certain amount of minerality. Aroma has a massive impact on what the taste of a coffee is going to be. If the water is untreated, sometimes the aroma of certain chemical treatments of the water, e.g. with chlorine, can be stronger than the aromatic components found naturally within the coffee itself. So people can fall in love with the scent of coffee, but then when they taste it, what they taste is often a negative component. If the ph is neutral that’s a good place to start.”



ROSE VAN ASTEN

As a former Dutch Latte Art Champion and Dutch Cup Tasters Champion, Rose knows the secrets behind creating good coffee and likes to share it at her training centre, Cocoon Coffee. They have certified trainings and do a lot of consulting, with coffee roasters, milk companies, any business actually that is involved in coffee.

Rose frequently contributes her knowledge as a juror for SCAE contests and enjoys the creative side of coffee art.

„It's the **smile** on peoples faces when they realize they can find the **aroma's and flavours** in coffee they never knew existed, is what brings me **most joy.**“

**Former Dutch
Latte Art Champion
2nd place Dutch
Coffee in Good
Spirits**



Former double
barista French
Champion
Former double
Coffee Flair World
Champion



„**Filtered water** helps to achieve the maximum coffee **aroma**, no matter the technique.“

LUDOVIC LOIZON

Ludovic is a former Coffee Flair World Champion, French Barista Champion and founder of the training center Barista Bartender Solutions.

According to his philosophy, there are undeniable similarities between coffee making and cooking: “Just like a good chef, a barista rigorously selects his raw materials, masters the ways to extract and prepare them, using perfectly functioning and maintained equipment.”

For him, quality depends on good equipment and good raw materials, including the water.





INTERVIEW WITH LUDOVIC LOIZON

Faced with increasingly discerning customers, professionals have to choose quality.

A good coffee does not happen by chance. For Ludovic Loizon, quality depends on good equipment and good raw materials, including the water.

WHAT ARE THE GOLDEN RULES OF GOOD COFFEE?

Technically speaking, there are undeniable similarities with cooking.

Like a good chef, a barista rigorously selects his raw materials, masters the ways to extract and prepare them, using perfectly functioning and maintained equipment. These key points make all the difference.

WHAT ARE THE BEST PREPARATION PRINCIPLES?

Coffee is a living, ephemeral product, which needs to be enjoyed straight away, in order not to lose its character and aromatic strength.

WHICH OTHER FACTORS IMPACT THE TASTE OF COFFEE?

It's always good to remember that any addition, such as milk or sugar, will inevitably affect the taste of the coffee. Sugar, for example, which is very frequently added to coffee, will change its aromatic balance enormously, masking its bitterness and making the cup rounder and softer, in spite of the fact that it is primarily added to mask an aromatic deficiency in the bean. Water quality also influences the taste, as well as the whole mineral structure of the coffee. Water with too high a mineral content will impact directly on the body of the coffee, but will also govern the balance between acidity and bitterness of this drink, depending on the level of calcium and magnesium

WHAT WATER SHOULD YOU USE? HOW DO YOU GET QUALITY WATER?

We strongly recommend that you use tap water together with a professional BRITA cartridge, particularly for traditional espresso machines, which will regulate the mineral levels in the water and protect the equipment, while allowing for a good aromatic bouquet to develop in the coffee.

SO WOULD YOU SAY THAT WATER QUALITY IS AS IMPORTANT AS THE QUALITY OF THE COFFEE?

Well yes, one cannot be achieved without the other: Coffee is made up of 98% water! Which gives you a good idea of its importance.

WHAT IS THE KEY TO ITS ENJOYMENT?

Depending on the method, coffee is usually enjoyed between 60 and 65°C, the hottest temperature that the tongue can bear and where it can release all its organoleptic features. Of course there are exceptions, such as cold brew or cold extraction, which gives different results as it's drunk iced or at room temperature.

Enjoy! ☺

HOW CAN BRITA SUPPORT YOU TO OFFER THE BEST COFFEE QUALITY TO YOUR CLIENTS?



Protect your equipment - and your bottom line.

Not only can BRITA filtration systems improve the taste of your beverages, BRITA-enhanced water also extends the service life of your coffee-making equipment. All key components are reliably protected against limescale and deposits of unwanted minerals, such as gypsum. By guarding against damage in this way, you increase the reliability and operational availability of your coffee machines. And by avoiding repairs and reducing maintenance effort, you generate savings that boost your bottom line. Plus the comprehensive range of BRITA water filters means you can be sure of finding the right solution for your business.



Delicious water makes for delicious coffee.

Coffee is part and parcel of our modern lifestyles. With BRITA filtration systems, it is possible to optimise tap water for coffee making, whatever the mineral composition of the local water supply. The filtered water contains a balanced mix of minerals, such as calcium and magnesium. And it has the ideal hardness level for brewing coffee, with a low yet sufficient degree of carbonate hardness. Any unwanted elements that could impact or mask the aroma are removed.

Discover BRITA Professional and learn more about our products here: www.professional.brita.co.uk

YOUR SOURCE OF BETTER WATER.

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