

More success with Coffee

thanks to BRITA-treated water



Clarity, simplicity, enjoyment



Coffee – A Success Story with a Future

Espresso, ristretto, cappuccino, latte macchiato – the brown bean business is booming: coffee bars and shops mean that new forms of out of home drink consumption is growing and coffee enjoyment is becoming ever more diverse.

Today, entirely new creations join the classic breakfast coffee and other international specialities. And that's also what customers expect: more diversity and service, perfect gastronomic settings and top quality.

The demands are high: optimum aroma and taste, stable crema, even distribution of flavour enhancers, such as milk, cream, etc. – an experience for all the senses.

The perfect appearance largely depends on the water quality, because no matter how different the coffee specialities may be, many of them are almost 98% water!

BRITA-filters

- enable constant outstanding quality of your coffee specialities and
- ensure the efficiency and long service life of your machines.

Your success in the coffee business is assured!



Water – the prerequisite for enjoyment

Even water of the best quality can contain a high proportion of carbonate hardness – depending on the local conditions.

Unpleasant consequences: scale deposits on important machine parts, increased service and operating costs, equipment down time and disappointed customers.

Moreover, the water quality influences the aroma, flavour and the appearance of hot and cold drinks. Good coffee water is rich in minerals. Hard water containing carbonate hardness (just like chlorine additives) reduces the development of the typical aroma.

BRITA filtered water has consistent and precise properties. For the preparation of coffee etc. this means: the carbonate hardness is carefully reduced, whilst all minerals needed to develop the flavour are retained. This gives you peace of mind that you have done everything possible to achieve optimum quality and efficiency – and for the best possible success.

Ideal coffee water has

- a balanced concentration of minerals, such as calcium and magnesium (complete demineralisation is not desirable),
- sufficient overall hardness (carbonates and sulphates) and
- a certain (low) level of carbonate hardness, which ensures that the coffee can fully develop its aroma and doesn't taste flat
- and as low a level of fine particles as possible.



The advantage for you:

BRITA ensures these ideal properties – your customers will thank you and remain loyal.

Tea drinkers are just as demanding as coffee connoisseurs. But the delicate tea aroma suffers even more from flavour 'disharmonies' and only a perfect brew without surface film and scale deposits in the cup guarantees clear pleasure!

**Perfect water
for the perfect enjoyment
of coffee & tea**



Success can be planned!

Best water for the finest drinks and fault-free machine operation

Immediate 3-way benefits

Ideally treated water gives you as a caterer many simultaneous benefits:

You increase your turnover!

- your coffee and tea specialities are always of the highest quality,
- your customers are satisfied,
- you encourage existing customer loyalty and
- easily attract new ones as well.

You reduce costs!

- the risk of limescale deposits on the machines is minimised,
- maintenance work can be preventive and
- service costs drop significantly.

Your business runs smoothly!

- your coffee machines work perfectly around the clock and
- the use of raw ingredients is optimised



My guests enjoy ...

the perfect cup of coffee!



And all hot drinks develop their optimum aroma!

You save money

- no break down times caused by limescale build up
- significantly reduced service costs
- less maintenance work
- optimum ground coffee measurements
- improved energy usage

Your customers enjoy

- full flavour,
- best aroma,
- strong, stable crema
- appetising drinks because milk and cream don't separate,
- tea with a perfect, light colour, without ugly surface film and scale deposits in the cup.

We are always there for you!

Reliability is the key requirement for success – in any business you must be able to rely on fully functional machines around the clock. BRITA filters offer you this reliability.

Benefit from our many years of experience in water treatment for all regional conditions, appliance types and products. Use our professional analysis, our advice and service offers and the wide product range!

We make your water ...

In the last 40 years the name BRITA has become synonymous with water quality. Expertise, know-how and, above all, passion and enthusiasm have made our family firm the world market leader for domestic water filters. In over 70 countries people trust BRITA treated water.



AquaQuell PURITY (for hard water)

The innovative AquaQuell PURITY concept is based on the AquaQuell technology and with its further improved filtration medium offers improved and consistent water quality. Moreover, intelligent electronics ensure even more reliability and operator convenience.

AquaQuell PURITY systems work on an interchangeable cartridge principle: only the used filter cartridge is replaced, the pressure vessel with all of the fittings remain connected. Filter change = simple, quick, effective!



AquaQuell 1.5 (for hard water)

Unique filter cartridge technology from BRITA – compact, space-saving and with new 4 step filtration. Simple, user-friendly handling (interchangeable cartridge principle) and a high capacity ensures optimum efficiency.



AquaQuell 06-BC (for hard water)

Reliably prevents scale deposits. The concentrations of calcium and magnesium ions and of heavy metals (e.g. lead, copper, aluminium) are reduced, unwanted aromas and off tastes in the water are eliminated. BRITA also offers AquaQuell technology to reduce carbonate hardness as a space-saving filter cartridge solution.



AquaAroma (for hard water)

Reliably prevents scale deposits. Particularly suited to use in mobile coffee machines or retrofitted tank systems.



AquaVend 06 (for the best taste)

With its activated carbon filtration medium it removes unwanted aromas and off tastes, such as chlorine. Specially developed for cold and soft drinks.



AquaSmart (for aggressive soft water)

Uses a special mineral granulate to treat very soft water or water originating from reverse osmosis systems. Stabilises the pH value of water.

The optimum technology for your needs:

Our filter systems supply water properties that are consistent and precise. In order to adjust these properties to your exact requirements, professional water analysis should be carried out. With our BRITA water test kit we can determine local water the properties and, with our wide product range, comprehensive know-how and fast, professional on-demand service, we offer the ideal solution – water at its best for the finest drinks!

You are always on the safe side!

All of our water filter systems meet the most stringent safety standards. The food quality of BRITA water filter products has been inspected and confirmed by an independent institute. The AquaQuell PURITY systems carry the TÜV test logo (Production monitored), TÜV/GS, SVGW, WRAS, VA, CE.

This means safety for you with a stamp of approval.



Your authorised BRITA dealer

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