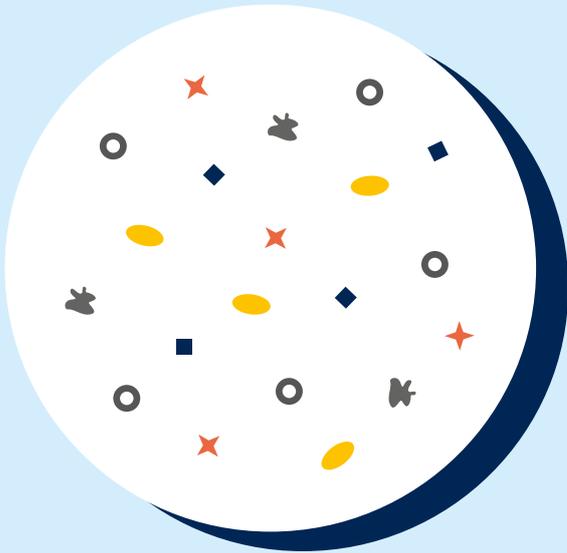


Water types and their effect on coffee



Water composition



Better crema, finer aroma, improved taste – with the right water.

Although invisible to the naked eye, certain elements in mains water influence the taste, consistency and appearance of coffee. The results can interfere with a barista's art – and customers' satisfaction. To ensure café and restaurant guests enjoy the best possible quality, it makes sense to tailor the water to the task at hand. If the coffee tastes bitter, overly soft water is generally the culprit. But excessively hard water prevents the aroma from developing, resulting in blandness.

Keep your equipment in great condition

Using unfiltered water not only impacts what you brew – over the long term, it can potentially damage valuable coffee-making machinery. Water with high carbonate hardness can result in limescale build-up, while high permanent hardness can lead to gypsum deposits. In addition, high levels of chlorides and sulphates increase the risk of corrosion.

Total minerals / salinity

- Carbonate hardness or lime
- Permanent hardness or gypsum
- Other minerals (non-hardness)

Undesirable substances

- ★ Odours and off-tastes e.g. chlorine
- ✖ Coarse and fine particles

The four water types



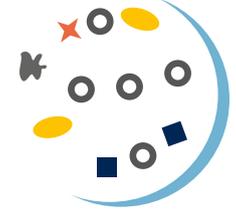
Scale Water



Gypsum Water



Soft Water



Salty Water

| Water types | Scale Water | Gypsum Water | Soft Water | Salty Water |
|-----------------------------------|---|--|--|--|
| Description | Scale water contains high levels of calcium, magnesium and hydrogen carbonate. | Gypsum water contains high levels of calcium, magnesium and sulphate. | Soft water contains only small amounts of calcium, magnesium and gypsum. | Salty water, e.g. containing high levels of chlorides and sulphates can corrode equipment. |
| Effect on coffee and your machine | A full flavour/aroma cannot develop and limescale deposits emerge in machinery. | Gypsum water can negatively affect the flavour of coffee. Additionally, chalky deposits emerge in machinery. | Despite the mineral level being ideal, odour, oftaste like chlorine and particles negatively affect the aroma. Moreover, high particle density can damage coffee machines. | Water with a high salt level not only negatively affects taste. When it comes into contact with machinery the risk of corrosion becomes very high. |
| BRITA's solution | PURITY / PURITY C Quell ST | PURITY C Finest | PURITY C Fresh / PURITY C MinUp | PROGUARD Coffee |

To best address all our customers' unique needs and situations, we offer a variety of tools to determine the local water conditions. Contact us to find out more about the BRITA solutions.