

Invitation to Internorga 2014 ...

Here we go! At Internorga 2014, the leading trade show for catering and food service, the who's who of the international coffee scene meet and present the full spectrum of the coffee market. Industry experts know that the trend is continuing to move towards quality: guests have high expectations from the coffee on offer and are prepared to pay more for quality. Experts know too: really good coffee depends on the water which makes up 98% of every cup.

This is where we come in. We are a technology leader and innovator and are the first company to look at water in terms of taste and not just protecting the machine. Now we have developed a solution in the form of innovative filter systems. We will be presenting all our expertise at our stand at Internorga 2014 including our latest products and our proven existing range with a focus on the perfect water for coffee, taste, aroma and protecting the machine.

Visit us at [Internorga](#) from 14th to 19th March in Hall B1.EG, Stand 304!

We look forward to meeting you!
Your team from BWT water+more

Our trade show topics:

- The art of coffee at its best: Erna Tosberg, Master Barista 2013 and SCAE Trainer, amazes trade show guests exclusively at the BWT water+more stand with her outstanding coffee creations and shows the optimal interaction between water and coffee, sensation and taste.
- Sipping like a pro: At the Cup Tasting Experiment with Cem Korkmaz, Austrian Master Barista 2011, trade show visitors can test the professionally filtered water from BWT water+more and experience for themselves that water is not just water. This taste test with a guaranteed "eureka!" moment has been specially designed for us by the Master Barista himself.
- Perfect water wherever you are: experiencing our filter family is a must – it offers tried-and-tested technical solutions for any water situation or machine. These filters make it really possible to best protect your machine, improve cost-effectiveness and provide unbeatable flavour.
- Hot tip: our new flagship, the new BWT bestmax BALANCE, redefines the state-of-the-art in water preparation as a world's first. Thanks to the 6-fold filtration, the cartridge converts raw water into ultrapure gourmet water without using undesirable additives and thus enables completely new taste experiences.
- We have what it takes: when it comes to innovation in water optimisation BWT water+more is more and more among the top players. Now, with BWT bestaqua system solutions on the basis of the 100,000-time proven BWT soft water and reverse osmosis systems, this is the modern way to optimise

restaurants' water requirements: efficient and perfectly adapted to each application.