



Full
Flavor
Coffee &
Tea!

The impact of water on coffee & tea brewers

If you want to brew the perfect cup of coffee, you should look beyond the coffee beans or tea leaves and know the quality of your water. Water makes up 98% of most coffee and tea beverages and can significantly impact the beverages' flavor, aroma, clarity, and consistency. A proper balance of minerals and total dissolved solids (TDS), as well as the absence of impurities, are necessary to a flawless pour.

Water quality can vary location-to-location, so it is important to select the appropriate water treatment solutions to remove these impurities. This will ensure you capture the full flavor and aroma of your coffee beans and teas and help to deliver proper recipe compliance, protect your equipment, and elevate the guest experience.



88%
of Patrons report consistency of coffee/tea between establishment locations is extremely important*

Common problems:

- Chlorine and chloramines in municipal water can cause off taste and foul odors
- Hardness minerals—such as calcium and magnesium—can cause lime and scale build-up on heating elements, which leads to equipment downtime, costly service calls and increased energy consumption
- Turbidity, the presence of many particles, can cause beverage cloudiness and discoloration in tea
- The presence of suspended solids and particulates may prevent adequate water flow and can negatively impact the overall equipment performance

Treatment:

- Kineticopro has a full suite of innovative water treatment systems designed to help you serve consistent high-quality beverages to your patrons.
- Kineticopro water filters help to reduce scale formation and remove off-tastes and foul odors.
- Kineticopro water softeners and reverse osmosis systems reduce water hardness and total dissolved solids. Helping you maintain recipe compliance, prolong the life of your equipment, and reduce costly repairs and undesirable downtime.

Sources:

Kineticopro proprietary patron research study, July 2019.

<https://www.kineticopro.com/applications/>

<https://www.kineticopro.com/media/mpsd5dmw/kineticopro-coffee-tea-espresso.pdf>