

IT'S OFFICIAL: COFFEE TASTES BETTER WITH BRITA

8 out of 10 consumers prefer the taste of coffee made with BRITA filtered water

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New research by water filtration experts BRITA Professional has revealed that consumers can taste the difference between coffee made with filtered water compared to tap water. A staggering 8 out of 10 consumers prefer coffee made with BRITA filtered water.

In a blind taste test study conducted at Lavazza Coffee, London by independent insight specialists Mindlab International, participants were given two Lavazza coffee's to taste, one made with BRITA filtered water and the other with tap water. The participants were asked to rate each drink on flavour and taste and were wired up to EDA (electrodermal activity) sensory tests, which measured their emotional responses to the different drinks.

Results showed:

- Over 60% of consumers showed a greater emotional response when drinking coffee made with BRITA filtered water
- Coffee made with BRITA filtered water rated higher than coffee made with tap water in terms of 'freshness and cleanliness'; how 'enjoyable'; how 'satisfying' and how 'tasty' the drink was
- Participants who tasted coffee made with BRITA filtered water, used more positive words and less negative words when asked to describe the drink
- The most popular positive words used to describe drinks made with BRITA filtered water were: clean, no aftertaste, colour, fresh and light
- More than half of consumers would not drink coffee again without BRITA filtered water as an integral ingredient

Anthony Spruce, sales director, BRITA Professional comments: "With water making up 98% of any black coffee, we know how important it is to get the quality of the water right to deliver great tasting coffee. So much time, money and effort is put into getting the beans and equipment right – it's time that the same attention was paid to the water.

“The aim of the study was to determine whether people can tell the difference between hot drinks made with BRITA filtered water and tap water, so we’re delighted these results have backed up what we’ve known for a long time - BRITA filtered water is *the* vital ingredient in that perfect cup of coffee, we now have the results to back this up.”

Taste tests were carried out using BRITA’s latest innovation; BRITA PURITY Finest and PURITY Fresh. BRITA’s range of water filters balance the mineral content of the water and in turn enhance the look, smell and taste of espresso and black coffees. This helps baristas serve great-tasting drinks that deliver the quality taste that today’s coffee consumers demand.

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For more information on BRITA Professional call 0870 487 0900 or visit

www.brita.co.uk/professional

About Mindlab

Mindlab utilises a comprehensive range of technologies from the behavioural and neuroscientific communities. Tests provide clients with deep insights into how consumers are reacting to products or services in real time and in real life situations at both conscious and unconscious level.