

AQUA

WATER BAR by LUQEL

PRESS RELEASE

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Dubai's first gourmet water bar has launched to great acclaim in Media City.

Dubai, 8 June 2023 (updated)

Gourmet water bars are now a 'thing' and a sign of the times we are living in!

Dubai's first gourmet water bar opened in Media City on 5 June 2023 to great acclaim. This is a totally new concept that LUQEL, an award-winning German water filtration system innovator is bringing to a part of the world where clean, pure and sustainable water is seen as an essential part of daily life.

But it's not just any type of water bar. Here you can enjoy 30 different types of water recipes. Yes, you heard that right! Water recipes that have been created by globally renowned water sommeliers.

Fancy a boost in the morning? 'Kick start' gives the perfect start to the day featuring extra magnesium. Or why not try 'Natural Beauty' enhanced with extra calcium, sulphate and magnesium giving great tasting mild, smooth water for healthy body and mind.

The water menu at AQUA Water Bar includes water to pair with your favourite vegan, vegetarian or meat/fish meals as well as water to rehydrate the body after a workout or to calm you at the end of a busy day. Their latest recipe is water especially formulated for babies.

According to Roia Jabari, Managing Director of LUQEL UAE and AQUA Water Bar:

'We are so excited to have launched the first ever gourmet water bar in the UAE and the first water bar for LUQEL. Our patented LUQEL water station not only purifies tap water but unique to the marketplace, we then remineralise the water to recreate a huge range of different water recipes formulated by our water sommeliers to suit all tastes.

We have all heard about the 'forever chemicals' in our water such as hormones that increase cancer risk, toxic metals that disrupt our DNA and micro and nano plastics. According to one recent study we ingest around a credit card's worth of plastic (5g) from our food and drink weekly. This is truly shocking!

Luqel's reverse osmosis purification process removes all these nasties. The water is then re-enriched with natural mineral salts delivering 30 mineralised water recipes from a main supply using our patented technology.

Even better, we are removing the need for people to buy expensive imported water in plastic bottles that destroy our environment including our precious marine life.

As a company we are deeply committed to sustainability, and we are now showcasing our finest water recipes in our brand-new AQUA Water Bar concept!

We expect our clientele to come from all walks of life. From the dot.com generation: health-conscious people; people who care about the environment and people who want to hang out in a trendy, eco-conscious, stylish atmosphere.

So, for anyone reading this article, be sure to visit our AQUA water bar and see for yourself what makes our water so different!"

Roia and her team have created a completely unique, stylish interior where clients can enjoy their water in a calm yet inspiring environment.

They will also offer refillable glass takeout bottles for those who want to enjoy a refreshing drink in their office or at home. Soon a delivery service will be offered.

Who is LUQEL?

LUQEL is the brainchild of entrepreneur, technological innovator and visionary founder, Josef Schucker.

The LUQEL story began when Josef saw first-hand just how many plastic bottles have polluted the world's oceans.

Understanding that people will always want to enjoy mineralised water, Josef questioned whether disposable plastic bottles were necessary to fulfil that need.

Josef invented the LUQEL water station that uses a combination of reverse osmosis and patented remineralisation, unique to the marketplace to create 30 different gourmet water recipes.

According to Josef:

“Sustainability is very much at the heart of what we do – and why we do it.

We recently launched LUQEL in the UAE. Our goal is to join the nation’s vision by providing pure, clean and tasty, drinking water with zero carbon footprint.

Our innovative, sustainable and award-winning LUQEL water station connects directly to your tap, cleans it through a 3-stage filtration system and through our patented technology, adds micro-doses of minerals to create a wide range of mineralised waters to suit all tastes.

Our latest venture is our new AQUA Water Bar by LUQEL. Situated in the heart of Media City, it’s Dubai’s first gourmet water bar.

I am absolutely thrilled by the amazing interest we have had so far from the media and from consumers who have flocked here to try our gourmet recipes. For me, it’s not just about enjoying our water in a beautiful, laid back atmosphere but for people to know that we have created such a wide variety of gourmet waters sourced from Dubai tap water to suit all tastes and in doing so, we have removed the need to ship expensive plastic bottled water halfway around the world.

I invite you all to come and try our water for yourself at AQUA Water Bar by LUQEL!

If you are feeling peckish while you rehydrate, AQUA Water Bar have teamed up with Kava & Chai to offer a healthy range of wraps, salads and snacks including vegan, gluten free, vegetarian options. meat or chicken options. You can also enjoy tea or coffee using the AQUA special ‘Tea and Coffee Time’ water.

The AQUA Water Bar launch on 5th June was a tremendous success with a huge amount of press coverage.

Some examples of this include Time Out Dubai who said ‘*While were used to unique concepts in Dubai, there’s a new water bar on the scene, which is bringing new meaning to unique*’ while The Caterer Middle East said ‘*the Water Bar aims to revolutionise water consumption in Dubai*’.

The AQUA team invite you to check it out for yourself and taste and find out what makes their gourmet water so different!

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