



## Press release

Automatic coffee machine specialist JURA has good reason to celebrate:

### **five million pleasures for all the senses**

Niederbuchsiten, 21 June 2018 – **JURA has good reason to celebrate: the five millionth automatic speciality coffee machine recently rolled off the production belt. Driven by the pursuit of perfection, since the first IMPRESSA 500 was launched in 1994, JURA has been impressing coffee lovers with a series of new products. All the current automatic speciality coffee machines set new standards in terms of coffee quality, design and operation and embody years of experience, knowledge and expertise gained over almost a quarter century of research and development. The milestone is being celebrated with a not-for-sale showpiece – the S8 in Smoked Chrome.**

Since the start of the 1990s, JURA has consistently focused on automatic speciality coffee machines and establishing the brand internationally. Founded in 1931 and now operating in more than 50 markets, today the company is synonymous with perfect speciality coffees, intuitive operation and beautiful design. This consistent focus has made JURA a specialist in large-scale production and allowed the company to become a global innovation leader and market leader in the premium sector. At JURA's headquarters in Niederbuchsiten, canton of Solothurn in Switzerland, specialised teams of engineers, technicians and designers apply themselves to developing the simplest route to perfect enjoyment, enjoyed the world over – continually driven by an unquenchable thirst for innovation and the vision of the ultimate coffee experience.

#### **One million sales in two and a half years**

Great excitement surrounded the completion of the five millionth JURA automatic speciality coffee machine at the Bodensee-based production partner. "Milestones come around faster and faster now. It was only two and a half years ago that we celebrated the four millionth machine. Whereas it took nine years to produce the first million," says Emanuel Probst, CEO of JURA. The record number of sales for last year announced in the spring also underlines the company's impressive international growth.

#### **The milestone machine**

To celebrate five million automatic speciality coffee machines, JURA is presenting a special milestone model, the S8 in a new, special colour version. The new product platform was launched with the new advertising campaign last autumn, in which the main role is played by brand ambassador Roger Federer, and now enjoys global admiration. The S8 combines the best of the compact class with elements from the premium segment and a hint of the GIGA. The impressive range of specialities and the stunning result in the cup satisfy even the most demanding coffee connoisseurs. With just a simple touch on the 4.3" high-resolution, colour touchscreen display, one of 15 different specialities flows into the cup. The S8 also offers maximum performance in a small space. The not-for-sale showpiece is a stunning item with an elegant Smoked Chrome look.



**Picture caption:** JURA's special models celebrating the milestone of a million units sold – back row, left to right: first million (2003): IMPRESSA F5, second million (2008): IMPRESSA Z5 II, third million (2012): GIGA 5 Chrome, fourth million (2015): Z6 Carbon. Front: fifth million (2018): S8 Smoked Chrome

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*JURA Elektroapparate AG, founded in 1931 and based in Niederbuchsiten, Switzerland, is the innovation leader in automatic speciality coffee machines. The company's products stand for the perfect coffee result from fresh beans, always freshly ground and extracted at the touch of a button. The product range includes both machines for domestic use and professional models for the office and food service industry. In recent years the long-established Swiss brand has grown to become a global player, operating in around 50 countries.*

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#### **More information**

JURA Elektroapparate AG  
Medienstelle/Press Office  
Kaffeeweltstrasse 10  
CH-4626 Niederbuchsiten

Tel: +41 (0) 62/389 83 40  
Fax: +41 (0) 62/389 83 35  
E-mail: [mediainfo@jura.com](mailto:mediainfo@jura.com)

Web: [www.mediainfo.jura.com](http://www.mediainfo.jura.com), [www.jura.com](http://www.jura.com)

Facebook: [www.facebook.com/jurafans](http://www.facebook.com/jurafans)

Xing: <https://www.xing.com/companies/juraelektroapparateag>

YouTube: <http://www.youtube.com/juraworldofcoffee>

Google+: <http://plus.google.com/+Jurafans>