



Press release

**Small format, great pleasure:**

## **JURA presents the new C8 automatic speciality coffee machine and establishes the premium economy segment.**

Niederbuchsiten, ###.##.##### – In spring 2024, JURA will launch the new C8 automatic speciality coffee machine and, with it, the new premium economy segment. The C8 is a deliberate attempt to highlight JURA's minimalist approach, with the selection of speciality beverages reduced to the four most popular classics: coffee, espresso, cappuccino and latte macchiato. Its wave design, convex-concave front and compact form make the C8 a timeless accessory that will catch the eye in any kitchen or living room.

The C8 represents the new premium economy segment from JURA. A compact machine that delivers maximum performance, designed with premium style elements to serve up a special coffee experience. Thanks to its full-size brewing unit, the C8 captures the full extent of all coffee aromas in just the one cup. The Pulse Extraction Process (P.E.P.®) is another impressive feature of the machine and ensures every espresso is perfectly served to barista standard. JURA's fine foam technology also guarantees cappuccinos and latte macchiatos that are made to perfection.

The C8 boasts a visually appealing wave design and convex-concave front. The unpretentious Easy Control Panel and buttons allow for simple and intuitive operation.

This automatic speciality coffee machine is perfect for coffee enthusiasts who choose exceptional quality coffee and yet appreciate simplicity.

### **Main features**

- Professional Aroma grinder and full-size brewing unit
- Premium quality coffee, espresso, cappuccino and latte macchiato at the touch of a button
- Compact size with dimensions of just 26.0 × 32.5 × 43.7 cm
- Sophisticated wave design and convex-concave front

### **What makes the C8 so special?**

With the C8, JURA is launching a compact automatic coffee machine that exudes the sophistication normally reserved for the premium segment. The C8 comes, for example, with a full-size brewing unit that boasts a holding capacity of 5 – 16 g. The elegance of its timeless wave design is also reminiscent of JURA's award-winning premium segment. Despite the inclusion of these features, the thinking behind the C8 has been largely guided by the compact segment. With fewer specialities to choose from and a streamlined menu, there has been a conscious effort to create a machine that exudes unconventional simplicity.

### **Accessories**

The machine can be operated via smartphone or tablet using Wi-Fi Connect and the J.O.E.® app, with the C8 boasting a number of extras that take the user experience to the next level. The milk container\* from JURA is perfect for preparing cappuccinos and latte macchiatos. Made from borosilicate glass and in the classic JURA look, the milk container is both a practical and stylish accessory for the C8.

\* available as an accessory



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*JURA Elektroapparate AG, founded in 1931 and based in Niederbuchsiten, Switzerland, is the innovation leader in automatic speciality coffee machines. Its products are synonymous with perfect coffee, made from fresh beans at the touch of a button and always freshly ground, not capsuled. The product range includes both machines for domestic use and professional models. In recent years, the long-established Swiss brand has grown to become a global player, operating in around 50 countries.*

**Further information**

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