

jura



SWISS  MADE

A world first: P.E.P.[®] from JURA

Pulse extraction process produces the perfect espresso

The new Z6 from JURA harnesses the genius of Swiss innovation to take the automatic coffee machine to the next level. The Pulse Extraction Process (P.E.P.[®]) optimises the extraction time to guarantee professional quality, barista-style coffee every time. The machine automatically switches between milk and milk foam, making it easier than ever to create trend specialities. The water tank, bean container and all control elements can be conveniently accessed from the front, while the Intelligent Water System (I.W.S.[®]) automatically detects the presence of the water filter.

CoffeeBreak

THE MAGAZINE FOR FRESH COFFEE ENJOYMENT FROM JURA – 01/2015

TECHNOLOGY

Modern RFID technology for easy care and maintenance

INNOVATION

CoffeeBreak visits the design studio that made the new Z6 a reality

MY NEW YORK

Discovering the city that doesn't sleep with David Shull

jura[®]



A world first: P.E.P.[®] from JURA

Pulse extraction process produces the perfect espresso

This spring, JURA presents a dazzling display of innovation for maximum flavour and aroma. Heavenly speciality coffees and more pleasure than you thought you could squeeze into every delicious drop ... arriving soon in stores.

CoffeeTalk

‘Customers will only see what we’re working on today in four years.’



Innovation is the way we turn a progressive idea into a viable business proposition. Being innovative means creating something new. And JURA has been doing that very successfully for many years. Only recently, the launch of the Z6 marked another milestone on the company’s journey into the future. No one knows better what it takes to turn the germ of an idea into a functioning reality than Shahryar Reyhanloo, Head of JURA’s innovation centre. General Manager Emanuel Probst met up with him for a cup of coffee.

Emanuel Probst: Shahryar, do you remember 20 years ago? Back then, innovation meant something completely different.

Shahryar Reyhanloo: Yes, incredible, isn’t it? Back then innovation was so much simpler. Everything we did was like a greenfield project. Today, we head up the field in terms of innovation and can’t afford to make any mistakes. Getting to number one, staying there and maintaining a consistently high level is very hard work. In a way, we’re a bit like Roger Federer. As the greatest tennis player of all time, he’s much more in the spotlight than a newcomer to the tour.

Emanuel Probst: If they are to keep us ahead of the competition, our innovations have to anticipate the needs of our customers.

Shahryar Reyhanloo: Exactly. And pretty quickly at that. But it’s even better setting new trends. Customers will only see what we’re working on today in four years. Innovation takes time, but when a new product is launched it still needs to be a good way ahead of what the customer’s thinking. And that’s precisely the challenge we have to surmount.

Emanuel Probst: What do you find so inspiring about innovation?

Shahryar Reyhanloo: I like to compare my work to that of a chef. He needs to know his way around the finest ingredients, select the right ones in the correct proportions and conjure up a gourmet dish with them. It’s the same with technology. Without a well thought-out plan, the right approach and the necessary expertise, nothing would work here either.



Emanuel Probst: How much innovation at one go makes sense? Do you think it’s possible to have too much of it?

Shahryar Reyhanloo: Yes, too much innovation can be overkill. The idea is to find the right balance. Technology’s rational, coffee’s emotion. Apart from the technical highlights that guarantee the perfect cup of coffee, we also need to get the emotional components right. The warm LED lighting on the cup illumination is one way of highlighting the excellence of the coffee.

Emanuel Probst: How do you feel when a product you’ve worked on for years is finally launched?

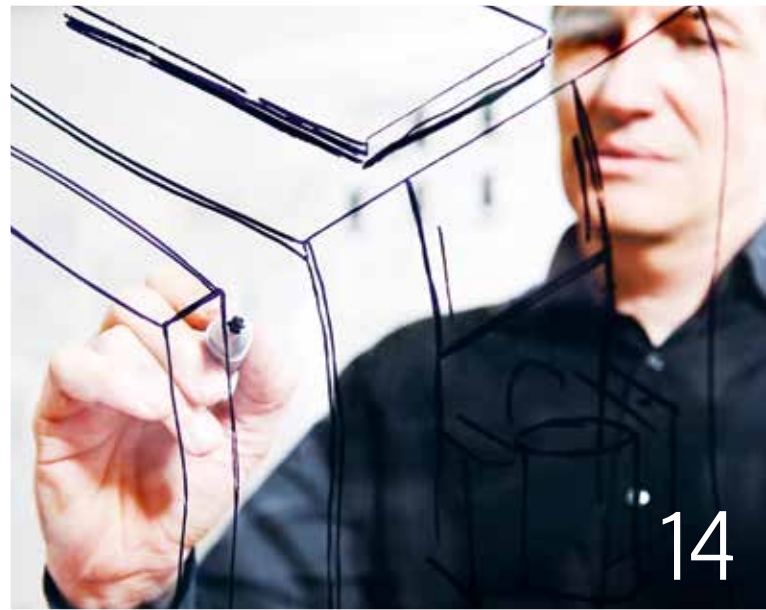
Shahryar Reyhanloo: With the Z6, we set up a new milestone. It’s a perfect blend of technology and design. In the circumstances, I am, of course, proud that our team brought the original ideas to such perfect fruition.

Emanuel Probst: What was necessary for it work so well?

Shahryar Reyhanloo: A genuinely innovative culture. But that’s what we cultivate here at JURA. Innovation is always welcome. And innovative members of our staff are rewarded accordingly. But over the years we’ve become much stricter, both with ourselves and our suppliers. At JURA, you don’t get the kid glove treatment: it’s more like sandpaper. Then again, it’s no good stroking a rough diamond to bring out its full potential: you need to cut and polish it. acm



6



14



20

Contents

- 3 CoffeeTalk
Innovation as a precursor to success.
- 6 My New York
David Shull takes us on a tour of the New York he knows and loves.
- 14 Innovation
Dropping in on Ronald Büttler and the team who defined the look of the new Z6.
- 20 The unique pulse extraction process (P.E.P.®)
A technology revolutionizes coffee enjoyment.
- 22 Because the chemistry's right
Maintenance at the touch of a button: Philipp Büttiker and his team make it possible.
- 26 Customer service via Skype and the internet
A new service takes customer support to a new level.
- 28 JURAworld of Coffee – the home of coffee
New attractive group options make it fun to learn all there is to know about coffee.

22

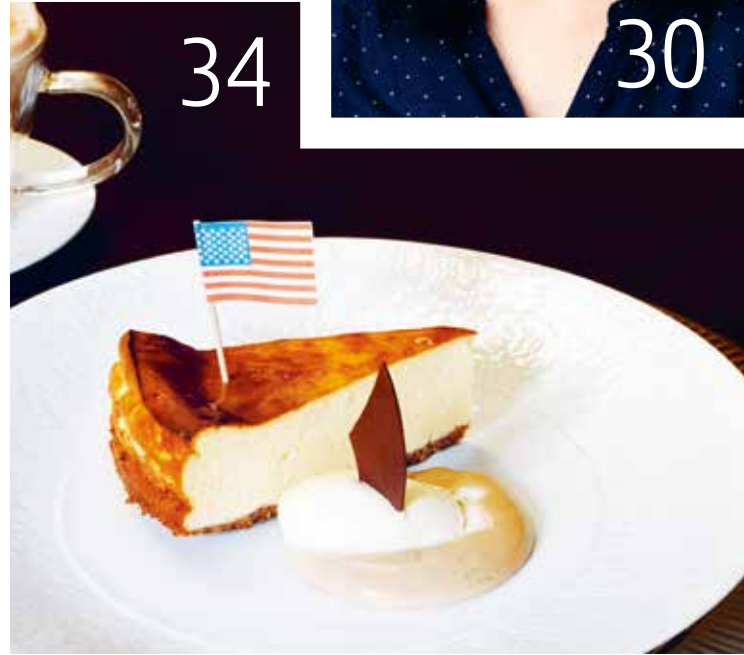


28



30

34



37



26



30 Have you got time for a coffee?
CoffeeBreak meets up with regular guest Ivana Theiler for a cup of her favourite brew at the JURAworld of Coffee.

34 Cheesecake New York Style
Gourmet chef Andy Zaugg conjures up America's favourite dessert.

37 Cool Trio American Style
Refreshing recipes: Monika Gunziger shows how it's done.

38 People
Anniversaries, deaths and legal notice

David Shull, Senior Vice President Sales & Marketing of JURA Inc. USA, exclusively presents for CoffeeBreak:



My New York

David Shull greets us with open arms in the middle of **Times Square**: ‘Welcome to **my New York!**’ We are looking forward to discovering the city that never sleeps from the perspective of a culture-loving Texan who moved to the Big Apple 19 years ago and has worked for the company since 1996. What follows next is a twelve-hour non-stop tour of one of the world’s most exciting metropolises. David has promised us the important sights and hot tips from an insider. ‘Let’s go!’ We can’t wait.







Our host waves down one of the legendary **yellow cabs** and suddenly breaks out laughing: 'Look at the license plate!' It's almost too good to be true: in big letters we read **JURA**. 'If that isn't a good omen ...' The driver skilfully weaves his way through thick traffic. Our trip ends in front of the **Rockefeller Center**. 'Up and away!' Once we're on the viewing platform, David explains why he wants to show us the city from here: '**The Empire State Building** is part of any visit to New York, right? But when you're up there, the thing missing from the skyline is the silhouette of the building you're on. Which is why a visit to the **Top of the Rock** is more spectacular. The view is simply breathtaking – and look over there: the Empire State Building.'





David tells us to get ready for one of the most memorable and meaningful experiences in New York. What he means by that become crystal-clear when David takes us to the **Freedom Tower** and the **9/11 Museum**. We enter the exhibition. Silence. It all feels a little oppressive. Here we can actually touch what we'd only ever seen on television before. 'It's hard to describe the compassion and emotion I feel here. I have visited this site annually and have watched and observed the building of the memorial. It's a place for the entire world to reflect and remember, and to appreciate the rebirth of this neighbourhood as rebuilds like a phoenix rising from the ashes. Whenever people visit New York, I encourage them to visit this historic site.'





David Shull is a man who appreciates good food. Freshness and quality are his two top criteria. Whenever possible, he buys his food at **Eataly**. 'Just look how much love and care goes into their presentation. Here you'll find the best that Italy has to offer in the way of fine food: everything your heart desires – or your taste buds,' he says jokingly. The choice is vast. You feel more like you are in an immaculately maintained market hall in Italy than at the heart of a pulsating international city.

Then David makes a beeline for an invitingly light and airy shop and points to the sign on the door. 'Although I love coffee every day, I'm also passionate about top-quality tea. And what better place to enjoy it than my namesake, **David's Tea?**'



The sun brings out the intensity of the colours in the wall frescoes as David takes us down **The High Line**. 'I'm fascinated by the creative juxtaposition of old and new. On one side you've got the brownstones and a defunct railway line, on the other, modern constructions in steel and glass. And there is always art, in and on the buildings. All in all, it's an inspiration,' says David in summary.

'Let's take a break,' suggests David. He can see we're close to overload with all the new information and impressions. 'It may be hard to believe, but New York has some wonderful places where you can really chill out and relax.' High Line is one of them. We sit down on a bench and take in the staggering view. We hear the sounds of a street musician, the ships, the staccato footsteps of passing joggers and the ever-present background noise that is the sound of a city breathing.

'But now it's time for a coffee, don't you think?' Coffee is always good news. 'At home and in the office, nothing comes close to my JURA automatic machines. But in town I like going to the **Intelligentsia Coffee Shop**.' We go in. The air is heavy with the enticing aroma of fresh coffee. 'The baristas here do an amazing job. You don't just get wonderful espresso. Intelligentsia has also rediscovered and reinterpreted the filter coffee concept. Try it, and you'll forget all the horror stories you've ever heard about American filter coffee.' It's true.





Sur la table is handwritten in golden letters against a dark background above the entrance to which David is now guiding us. 'This is one of the most chic and fashionable places for buying household equipment. There are over a hundred branches nationwide,' explains our marketing specialist with his disarming charm and charisma. He says a friendly 'Hi' to the sales personnel and exchanges a few words. They clearly know each other. Then he proudly stands next to a GIGA 5. 'In exclusive stores like this we have lots of JURA automatic machines. This is where all the celebrities shop. Brilliant, don't you think?' We nod approvingly.



Slowly, the sun sun sets, making way for the many neon lights of Times Square that vie with the gleam in David's eyes. 'This is my world. I love the theatre, the opera, musicals and concerts. In the last two decades I've seen at least 200 shows. The professionalism, passion and dedication of the artists here on Broadway are unconditional: in a sense, it gives me the incentive to go to work. In my job, my aim is to fire up the same enthusiasm with our customers for our automatic machines.' Before heading off for the evening's entertainment, David likes to pop into 44 1/2. He loves the 'cozy atmosphere and the delicious cuisine. It's perfect for a light dinner before the show.'



We treat ourselves to a nightcap at the **Marriott Marquis' The View**, New York's only revolving rooftop restaurant and lounge. David points out the countless posters, all advertising Broadway productions. Now completely in his element, he raves about his favourites and rattles off the shows he really wants to see – no, will see. Before disappearing into the night, David takes his leave of us with the words: 'life is one long wonderful play, and the ideal stage for it is New York.' Bursting with new impressions, we take the ride back to the hotel. On the way, we suddenly catch ourselves, quite unconsciously, humming the introduction to Frank Sinatra's immortal anthem to the city that never sleeps: 'New York, New York...' Yeah, Ol' Blue Eyes, you were right! kom



David Shall's New York

Top of the Rock
30 Rockefeller Plaza
www.topoftherocknyc.com

9/11 Memorial
World Trade Center site
www.911memorial.org

Eataly
200 5th Avenue
www.eataly.com

David's Tea
3 locations in Manhattan:
1124 3rd Avenue
688 Avenue of the Americas
275 Bleecker Street
www.davidstea.com

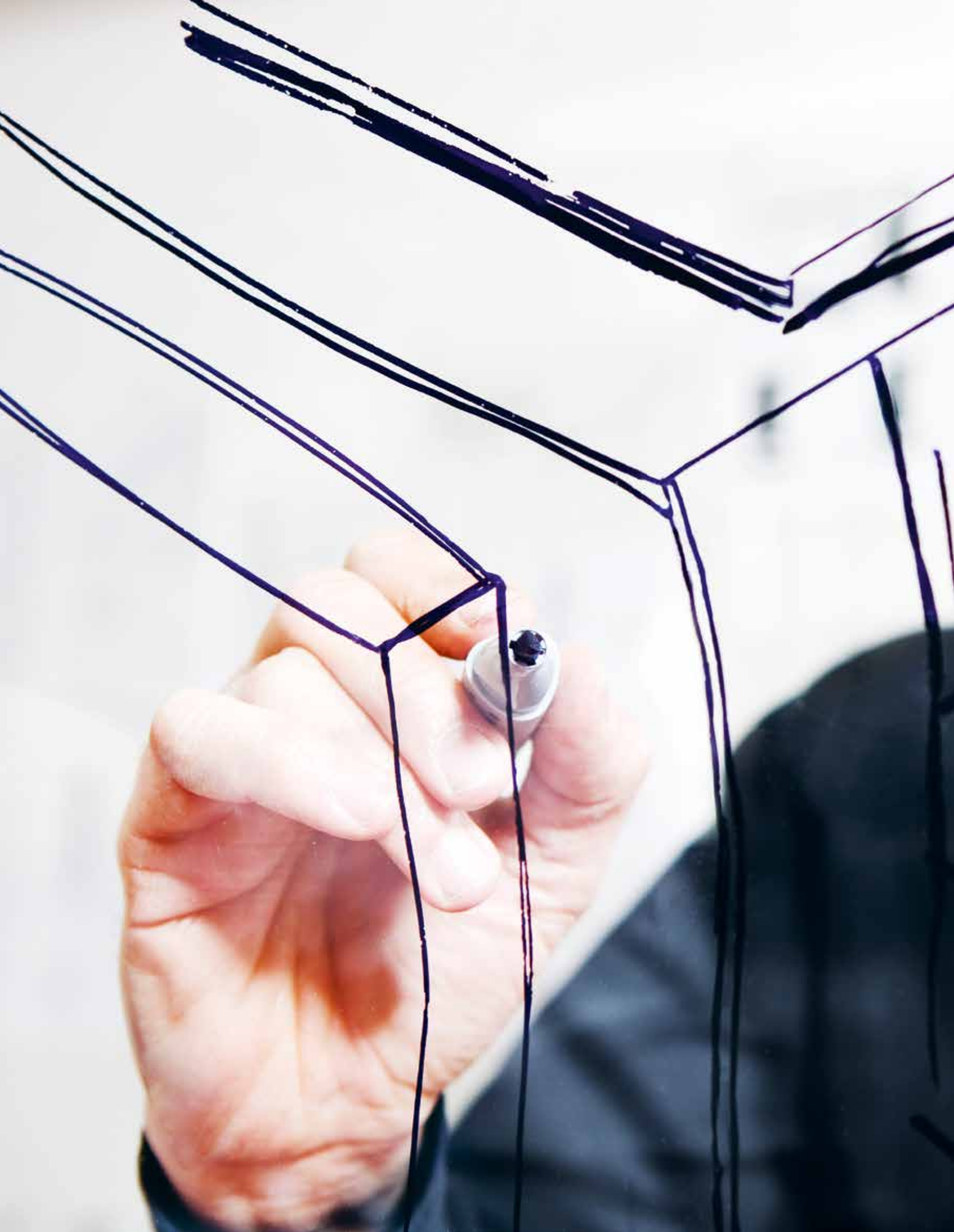
The High Line
Gansevoort Street in the Meat-
packing District to West 34th Street,
between 10th and 12th Avenues
www.thehighline.org

Intelligentsia Coffee
The High Line Hotel
180 10th Avenue at 20th Street
www.intelligentsiacoffee.com

Sur la table
3 locations in Manhattan:
Upper East Side, 1320 3rd Avenue
SoHo, 75 Spring Street
57th & 8th, 306 West 57th
www.surlatable.com

44½
626 10th Avenue
www.44andahalf.com

The View
Marriott Marquis, 1535 Broadway
www.theviewnyc.com





Design should breathe life into things...

CoffeeBreak visits Ronald Büttler, designer of the new Z line from JURA, at his Zurich studio.

*'The place bears all the signs of being lived in.
What you are is far more important than what you seem.'*



Design

Zurich's 4th District. Once, it was a place where people buried horses and other animals. Towards the end of the 19th century, it offered migrants to Switzerland a home. Today, in its streets and alleyways, behind thick walls and coloured windows, Zurich's (night) life comes into its own. Artists are as much a part of the scene as the dropouts, the freaks, the night-clubs, the bars and other establishments of varying degrees of repute. Running through it like an artery is the legendary Langstrasse, perceived by many as a den of sin and iniquity. For all that, its side streets are a hotbed of creativity.

A bike shoots past a row of houses sprayed with graffiti, abruptly turns to one side and is swallowed up by dark entry, at the end of which opens up a welcoming atrium. Designer Ronald Büttler removes his helmet and chains up his mount. We glance quickly around the light-flooded courtyard. Cars parked cheek by jowl. Company signs with no-frills typography



Perfection down to the smallest detail: the user-friendly new screen design for the Z6 TFT display was created on a computer.

frame the plain entrances. Galleries, consultants, architects and, in the midst of them, 'Candio & Büttler, Architects and Industrial Designers'.

'The place bears all the signs of being lived in. What you are is far more important than what you seem. We love the lively mix and the exchange we have with other people in creative professions,' enthuses the designer. He learned his trade at Zurich's well-known University of the Arts. Ten years ago, he teamed up with Federal Institute of Technology graduate Manuel Candio, an architect, to take the leap into self-employment. 'Frank Bosshard joined us as a partner around two years ago. The fourth link in the chain is Olivier Sottas, product designer and interior designer.' We sit ourselves down with an espresso on a basic wooden bench next to the entrance and bask in the powerful rays of the spring sunshine. 'Our office has been here in this courtyard for seven years now.' A short commute

is guaranteed because they all live in the city. 'We feel very much at home here in the 4th District. I love the urban environment.'

Ronald Büttler, 47, is married and the father of a 12-year-old daughter and a 10-year-old son. It became clear to him early on that he would have to pursue a creative profession. 'Even as a kid I loved drawing, and I've been fascinated by cars for as long as I can remember. I'm interested in form because that's what gives cars their character – ideally something essential.' During his apprenticeship as a draughtsman, he worked for an architect who specialized in industrial architecture and industrial design. He'd got the bug, and his destiny was clear: he would be a designer.

Ronald Büttler and Manuel Candio can look back on many years of working with JURA. The successful ENA line and the IMPRESSA A line are both a product of their collaboration, as is the Global Support Center, Hall III, which

Hands on: in his workshop Büttler builds a three-dimensional model.





‘The contours of the new Z-line are tighter and appear more precise.’

opened around two years ago at JURA headquarters. They were delighted to get the assignment to take the Z line to another level. They already had a close relationship with the Z5, launched in 2004. ‘Back then, I was involved with the design and development of the Z5 with Zemp and Partner Design. So I was conscious of the thinking that had gone into the design.’ Büttler was acutely aware whose footsteps he and his team were following in with the design that had successfully marked out the Z line for ten years, and approached the legacy responsibly and with a lot of respect.

‘Developing it further meant understanding why the machine is so successful. In the Z line, it was the all-round harmony: the brand, the quality, the materials, the workmanship, the intuitive operation, the perfect coffee and the unique, immediately recognizable design.’ The latter was largely due to the beautifully contoured aluminium front panel. That’s

why we decided to incorporate this formal element into the Z6.’ For all that, it was freshly interpreted. ‘The challenge lay in creating a new design despite the formal cues. In the Z6 the contours are tighter and appear more precise. The material on the front now extends over the top of the machine. Consequently, the focus is on the bean hopper, which has been moved towards the front, and the visible coffee beans.’

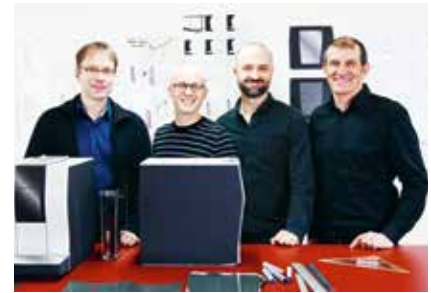
But it was not only the appearance of the ‘Z line 2.0’ that took it to another level. ‘We thought long and hard about the machine’s ergonomics and functionality. All the primary functions are directly accessible from the front. The water tank and the bean hopper, for instance. The screen design also reflects the machine’s shape. At the heart of it all are the coffee specialities. They are displayed realistically. The keys for direct preparation embody enjoyment at the touch of a button. Thanks to the large colour display, the menu

design is particularly user-friendly. The entire navigation is based on images. An easily remembered pictogram was developed for every function, and the various parts of the menu are distinguished by colour, enabling fast, safe navigation.'

Our question as to whether the new Z line incorporates attributes of typically Swiss design is one Büttler does not find easy to answer. 'I think Swiss design as a service only has limited potential as an export. Products that have the aura of being Swiss are popular worldwide. And Swiss design clearly plays a part in that success. It makes Swiss quality visible, something people can experience. But Swiss design has nothing to do with the nationality of the designer. It's more of an attitude, a certain kind of understanding that is taught at Swiss design schools. And it's closely related to the values that define our culture and society.'

The designer often takes inspiration from the job itself, but also from his surroundings and current events. Ronald Büttler enjoys spending time away from the studio with his family but also likes getting his hands dirty working on his own pet design projects. 'I like tinkering around with my three old cars, which I still use to drive around in. I've had my DS for over 20 years. The Citroën DS and the CX are two of my favourite examples of design. When it comes to contemporary design, I'm a big fan of the Bouroullec brothers. Their work is both sensuous and innovative.' Candio & Büttler, then, want to continue 'breathing life into things, to ensure that people like and enjoy them for a long time to come. Things that people are proud to own and happy to use. My aim is to use simple, clear forms to make objects that are expressive and have a life of their own.'

korn



The four designers (from left): Manuel Candio, Frank Bosshard, Olivier Sottas and Ronald Büttler



'Form gives things their character – ideally something essential.'

Ronald Büttler



The Z6 revolutionizes the pleasure of coffee-drinking with its unique Pulse Extraction Process (P.E.P.®)

The artistry of the world's best baristas at the touch of a button

Laboratory Manager Reinhard Studer and Product Manager Martin Wullschleger share not only their joint projects but also a passion for perfect coffee. Small wonder, then, that the two of them played a leading role in the invention of the pulse extraction process and are proud to state: 'Espresso with P.E.P.® is undoubtedly one of the best things coffee has to offer.'

Reinhard Studer associates typical espresso with Italy. He has roots there, so he and his family are regular visitors. People from the village meet up at the local bar to talk about what's happening in their lives at home and at work, and to vent their opinions about Formula 1, of course. 'And there's always a cup of coffee,' says the father-of-three. 'Mostly espresso or ristretto. The dark roast, the correct grain size and the right extraction time give the coffee a strong finish, typically Italian,' says the technician by training. All this aroused his professional ambition. He made it his goal to develop a system for JURA automatic machines that would coax precisely this intensive aroma out of freshly ground coffee, all at the touch of a button, of course.

Martin Wullschleger has been closely involved with coffee for almost his entire career. After his apprenticeship, he spent several years working with the best-known coffee roaster in Bern. Here, he learned a lot about the provenance and qualities of green coffee, discovered the secrets of roasting and finally surrendered his heart to the world's favourite beverage. His profound knowledge and love

of coffee combined with a natural intelligence virtually predestined him to be a Product Manager with JURA. When he joined the team seven years ago, he wanted to play a part in getting the most out fresh coffee beans. 'With the short specialities there was still a little air in the flavour towards the top,' admits the holder of a Certificate of Advanced Studies in The Science and Art of Coffee self-critically. He was suitably impressed by Studer's project.

As a result, the two coffee lovers carefully studied the recipes of the best baristas in the world, while the technician started looking for ways of translating the 'language of automatic machines'. 'The biggest challenge was imitating the emotional process of making coffee with the rational possibilities of technology,' recalls Reinhard Studer. Martin Wullschleger adds: 'Baristas don't like you looking over their shoulder.' A good example of what he means can be observed at barista championships. Participants jealously guard their personal tricks and secrets like great magicians with the mysteries of their illusions. 'The preparation of coffee is elevated to an



art form. External factors such as temperature or relative humidity can affect the final result as much as the fineness of the grains, the pressure and the water quality.'


Studer launched a series of intensive tests, constantly varying the parameters and verifying his measured results in coffee tastings. 'In the end, we found the best way of guaranteeing the ideal contact time for the hot water with the freshly ground coffee. That was the moment the pulse extraction process was born,' explains the head of the laboratory. 'We force the water at short, precisely measured intervals through the ground coffee and, as a result, extract a maximum of aroma.' This may sound simple and plausible enough, but it was the result of many months of painstakingly accurate work. Because, as Studer reminds us: 'The aim is a consistent coffee result at the highest possible level.' At the end of 2012, the new process was presented to Executive Management. They were bowled over by the flavour and decided that P.E.P.® should be integrated as a revolutionary innovation into the product platform planned for 2015. And now, it is celebrating its debut in the Z6.

In countless blind tastings, both coffee experts and coffee drinkers like us have been unanimous. Thanks to the sophisticated pulse extraction process, the Z6 produces what baristas the world over strive for: the ultimate espresso, brewed freshly from fresh beans, freshly ground, at the touch of a button! [kom](#)



jura

Dipl. Ing. ETH
Philipp Büttiker



Philipp Büttiker has worked at JURA for over a quarter of a century. In the past 20 years, he has been largely responsible for developing care and maintenance at the press of a button. Asked why he has remained loyal to the company and why he swears by original care products, he has no hesitation in replying:

Because the
chemistry's
right



An incredibly effective all-rounder: JURA cleaning tablets clean, care for and protect all in one.



A masterpiece: CLARIS miniaturizes the up-flow principle used in large, professional systems and brings it to JURA's bean-to-cup machines.



Challenge surmounted: the JURA milk system cleaner removes any residues from the milk conveying system.

The body of expertise, among other things, behind JURA's care products and programmes has a name. And that name is Philipp Büttiker. For over 25 years, he and his team have been pushing forward with innovation. 'It all started with a misunderstanding,' says the man from Oberbuchsitzen. Back in 1990, just after he graduated from Switzerland's Federal Institute of Technology with a degree in engineering, JURA offered him a job in the laboratory. At the age of 29, he had to admit to himself: 'I'm the wrong guy. I'm a mechanical engineer, not a chemist.' But it soon became clear that he was, in fact, very much the right man for the job. 'During the interview, they showed me how much importance JURA attaches to quality control and testing new components in the lab. That's what finally convinced me, and still does. Day in, day out.'

He has, on occasion, been called a pedant. But Philipp Büttiker can only chuckle about that kind of thing. 'For an engineer, it's a compliment. Precision is the be-all and end-all of everything I do.' From the first day on, he demonstrated an insatiable thirst for accuracy. 'Back then, JURA made irons and household appliances. So I earned my spurs developing clothes irons.' His first 'masterpiece' was the Vario iron, model 374, which was a runaway success. It came as no surprise shortly afterwards, when the ambitious Büttiker was appointed head of the design department and laboratory. In this position, he played a major role in the complete redesign of the automatic coffee machine and, in 1994, wrote history with the first IMPRESSA. Many developments from Philipp Büttiker's laboratory went into series production and were even patented. They include technologies for

optimizing coffee aroma or increasing energy efficiency.

'Making freshly ground, freshly brewed coffee of top-restaurant quality at the push of a button was just one of the goals we pursued. We also wanted to revolutionize the cleaning and service aspects. The aim was to make everything child's play, fully automatic – at the touch of a button, as I said.' But that was much easier said than done. 'It took thousands of tests until we managed to get the care products and machines perfectly harmonized.' That takes staying power, patience and focus. All qualities that the amateur marksman cultivates in his leisure time. The exacting demands were a major challenge. And not only to JURA's own development teams. 'Some of our specifications were a bit of a headache for our suppliers. For example, we insisted on a cleaning tablet formula that

would clean, care and protect our machines in one go. Or we looked for a way – successfully, it so happens – of descaling our machines gently and effectively.

The results were impressive: together with sophisticated, electronically controlled processes, today's range of care products provides spotless cleanliness and hygiene standards that meet German Technical Rating Association requirements. 'Customers are best advised to use JURA's proprietary care products,' says Büttiker with conviction. 'They're the result of two decades of intensive research, development, testing and optimization.' The engineer quickly swaps his lab coat for a jacket and dashes off to a meeting. It's all about a product that's due to be launched in 2018, he reveals, before adding: 'At JURA things never get boring.'

korn



Today: CLARIS filter cartridges



Philipp Büttiker, JURA's CLARIS Smart is a world first. What's so revolutionary about it?

The unmatched simplicity the filter and machine communicate with each other. And it's all made possible by RFID technology. Automatic machines with Intelligent Water System (I.W.S.®) recognize when a filter has been inserted and program themselves accordingly. Using a water filter has never been easier or safer.



The automatic machine's RFID technology recognizes the CLARIS Smart filter cartridge automatically. Which makes it simple, effective and safe to use.



RFID-Chip

Why does JURA always recommend the use of CLARIS filter cartridges?

For two important reasons: first, because of the outstanding coffee quality; and, second, to eliminate the formation of scale on the inside of automatic machines.

What influence does CLARIS have on the quality of the coffee?

Coffee consists of 98 percent water. So you can imagine what an important role the right water quality plays. CLARIS not only filters out limestone from mains water but also substances that have a negative effect on flavour and smell or could be hazardous to health. Chlorine or lead, for instance.

Why is CLARIS integrated in automatic machines from JURA?

CLARIS function using the same professional up-flow principle found in large-scale industrial descaling plants. It always filters exactly the right amount of water needed for the coffee the machine is preparing. This allows us to make optimum use of the filter's capacity. At the same time, it avoids pre-filtered water in the tank. And we shouldn't forget that an integrated solution saves space.

kom



Customer service via Skype and the internet

For simpler, more personal customer support



Joëlle A. lives in Zurich, in a chic apartment that she shares with two other young women. She is studying Health Sciences and Technology at the ETH (Swiss Federal Institute of Technology) and is a self-confessed technophile. She is also a coffee-lover. 'I can't study without coffee. I don't know if I could survive the exam period without my daily caffeine fix...' The three young women use an ENA Micro 9 to supply their needs. 'It gets some pretty heavy use,' says Joëlle. 'We enjoy the full range of coffees, from ristretto to latte macchiato.'

And then one day the young student discovered to her consternation that instead of a lovely milk froth topping for her cappuccino all she got was steam. 'Our beloved ENA wouldn't even deliver an espresso,' she says, recalling her disappointment. 'There was only one thing for it: phone JURA customer support. The difficulty with that, however, is how best to describe the individual parts of a coffee machine.'

'A picture says more than a thousand words,' is the response of Erica Baruzzo, Head of Customer Services at JURA in Niederbuchsiten. 'Which

is why we make use of modern communication technology. If we connect via Skype, the customer can actually show us the problem with their automatic machine as well as describing it.' Something Joëlle, with her penchant for technology, is more than happy to do. A couple of swipes on her smartphone is all it takes to bring up her image from Zurich on the screen at Customer Services in Niederbuchsiten.

The fault is quickly identified. Then Erica Baruzzo has another trump up her sleeve: she emails the customer a link and when Joëlle clicks on it, she immediately has a live connection to JURA. Baruzzo demonstrates a few simple corrective steps, which Joëlle follows in real time. Soon the ENA is up and running again. Joëlle has nothing but praise for the modern service: 'That's what I call really smart and innovative!'

As a reward, she treats herself to an espresso and enjoys a short break from her technical reading by dipping into something more entertaining.

kom



Plenty of reasons: one solution – JURA's group specials

JURAworld of Coffee – the home of coffee



Cake with a coffee aroma

A dazzling white tablecloth, real porcelain plates, a summery sunflower decoration and, the centrepiece of it all, a fabulous-smelling cake straight from the oven: it's one of those Tuesday evenings. Eleven women from the village are sitting together round a lovingly set table. To round off the gourmet meal she has made, farmer and hostess Maya Siggenthaler presents a summer cake she has created herself. Decorated with strawberries and icing sugar, it grabs everyone's attention. Simply cut and enjoy. A moment's reverential silence. And then: 'Fabulous. Maya, what's in it?' one of the women wants to know. 'You like it? You can probably taste the coffee. I added seven dessertspoonfuls,' explains our hostess. 'It's amazing the way the flavours unfold as a result,' they all agree. 'It would be worth taking a trip to find out more about coffee. So why don't we make our next outing to the JURAWorld of Coffee?'

Coffee in a cocktail glass

A cold winter evening, a fashionable bar, vast windows and a breathtaking view over Berlin. For two days, five friends have been discovering what was once a divided city. 'What would you like?' asks the barkeeper. Our recommendation: house coffee cocktail (with alcohol) stands out on the drinks list. 'We'll take five of them,' says Ben Zimmermann, who places the order. The show put on by the barista suggests the guys are in for a treat. In a few minutes, his works of art are ready. And there they are: freshly shaken and airy light with the wonderful aroma of coffee. The first sip makes it clear: it was exactly the right decision. 'Amazing, incredibly refreshing. I figure you could easily learn to be a barista at JURA. Now that would be something? What do you reckon?'

Coffee: this or that?

A break room full of people. Lots of interesting conversations and the enticing aroma of coffee in the air. A queue is forming at the automatic coffee machine. The reason: the difficulty of choosing between two different roasts. A pure origin, consisting solely of robusta beans. Or should it be a blend? 'What's the difference?' asks Susanne, an empty cup in her hand and clearly helpless. 'Well, I like the one on the right more,' says someone else. 'Somehow, it has a much stronger flavour.' Without knowing what she has let herself in for, Susanne also decides to take the roast suggested by her workmate. Curious to find out more about what different types of coffee have to offer, she asks the people around her: 'Wouldn't that be a good idea for our next excursion?' At JURA, you can literally look over the shoulder of the coffee roaster at work. Who's up for it?'



Three different stories, three different reasons, and one solution: the JURAWorld of Coffee. When people decide to take a trip to Niederbuchsiten, it's because they've decided to find out more about coffee. It's not only the many themed attractions about the world's most popular beverage but also the various group specials that give visitors a hands-on experience of coffee.

Our hostess Kristin Seidler beams as she presents us in the lounge of the JURAWorld of Coffee with the document showing the three brand-new group modules. 'If you register in advance, groups of up to a dozen people can now look over the shoulders of our coffee experts at work. Each module lasts 45 minutes and can be booked individually or as part of a combined package.'

The barista show

Kristin Seidler encourages us: 'Now an experienced barista is going to teach you how to conjure up coffee creations you'd never even dream of making.' As she explains, the fascinating show appeals to all the senses and unveils a wealth of tips and tricks that anyone can use in their everyday lives.

Coffee tasting and priming the senses

'In this module, our experts guide participants in the art of professional coffee tasting. They prime their senses for the various characteristics of coffee and learn how to perceive and distinguish the many varied aromas,' explains our hostess.

Exhibition roasting

During the roasting exhibition, the roaster presents one of his quality raw coffees and lets us into the secret of a balanced blend. Now you'll see for yourselves how top-quality coffee is drum-roasted using traditional methods,' says Kristin Seidler. We are totally sold on the idea.

Fortified by the coffee and looking forward to the modules we have just booked, we leave the JURA brand world a few minutes later. 'Goodbye till next time,' are the words ringing in our ears. Yes, whatever happens, we'll be back soon.

acm

www.juraworld.com





‘HAVE YOU GOT TIME FOR A COFFEE?’

‘Moments in life when you want to enjoy yourself’

‘Have you got time for a coffee?’ ‘Sure,’ comes the answer. And immediately, I’m curious to find out more about the lady behind the radiant smile. Her name: Ivana Theiler. And she lives in Oberbuchsiten, the neighbouring village to Niederbuchsiten, JURA’s headquarters. Every Tuesday, she gives herself a break in the coffee lounge at the JURAWorld of Coffee. And she’s been doing it for years, with her classmates from their English course. ‘It’s a moment of pure enjoyment, with a perfectly made coffee speciality,’ is how she thoughtfully puts it. For the 47-year-old, a coffee break is like an oasis of peace and quiet in an otherwise busy life.

Nice of you to make the time for me. What can I offer you?

A Red Cool, please. It's my favourite drink.

(I order a Red Cool and a cappuccino.) Ivana, what do you do for a living?

Well, it's like this: I always say that I work with my hands and that my job is artistic and creative. I love shapes and colours, and I need to have a certain empathy with people. They come to me to lie back, relax and take a break from everyday life. I'm a hairdresser.

I suppose that going to the hairdresser's has a lot in common with taking a coffee break.

That's true. They're both moments in life when you simply want to enjoy yourself. Moments just for you. Of course, coffee plays a central role in my salon, too. The froth on a latte has to be perfect. And I always serve it with one of JURA's delicious truffles (laughs).

Has coffee always been so important for you?

My father was Italian, but he died rather young. In our home, it was a tradition that we invited everyone – neighbours, tradesmen and friends – in for coffee. Even as a child, I understood that coffee brings people closer together. Funnily enough, I only started drinking coffee myself much later.

When was that?

I was 34 and, although I wasn't keen on the bitter taste of coffee, I started drinking it because I had low blood pressure. Since then, I've learned to love it, particularly when it's as beautifully prepared as at JURA. Topped with chocolate sauce and served on a silver tray.



You hinted at that earlier on. It hasn't always been like that in your life, right? That everything was served on a silver platter.

No, that's true. There have been many times in my life where fate hasn't been on my side. Sometimes it's very fast and all over very quickly. I think that's the reason I'm the way I am now. I live for the present, consciously enjoy things and occasionally take time for myself.

How, for example?

Oh, there are lots of ways. I'm the mother of two boys, of 15 and 17. I have my own hairdressing business, and I'm on the cultural affairs committee for Oberbuchsiten. These get-togethers for coffee with my fellow students on the English course are important time-outs. But I also love nature and the countryside. Apart from reading and singing, I love being outside. Biking, hiking or simply enjoying the fresh air with our dog. And I love trees. The camera roll in my mobile phone is full of pictures of trees (laughs).

Pictures of trees from all over the world?

Yes, precisely. In fact, anywhere that you find trees. For eleven years now, I've been taking one week's holiday a year alone, without my husband. My husband does the same thing too, incidentally. Perhaps that's the best way of giving yourself enough time to concentrate purely on yourself. Of course, it confused other people in the village when we first did it (laughs). But for us it's very important. In my everyday life I have all kinds of commit-

ments: to my family, the people around me, and my customers. That's all wonderful and makes me very happy. But it's just as wonderful to have time for me now and again. When I don't have to think, 'Son, have you got a jacket?' When I'm no longer a mother or a hairdresser: when I'm simply Ivana. And that's why I take that week's holiday. Sometimes alone, but mostly with the other people on the English course. And of course only in countries where English is spoken. I'm very fond of Cornwall and Ireland. But to get back to the subject: when a friend asked me recently whether I'd be happy to go to Iceland with them, I knew immediately. No, no way. There are no trees there.

Ivana Theiler, you're clearly a happy spirit, and you enjoy life with body and soul. I'm impressed by your strength of character. You're a woman who knows what's important in life. So, in a single sentence: what is Ivana?

The sum total of all these moments that occur every day of my life.

I savour the last sip of coffee particularly intensely. Thank you, Ivana Theiler, for taking the time to talk to me.

acm



Ivana Theiler and coffee

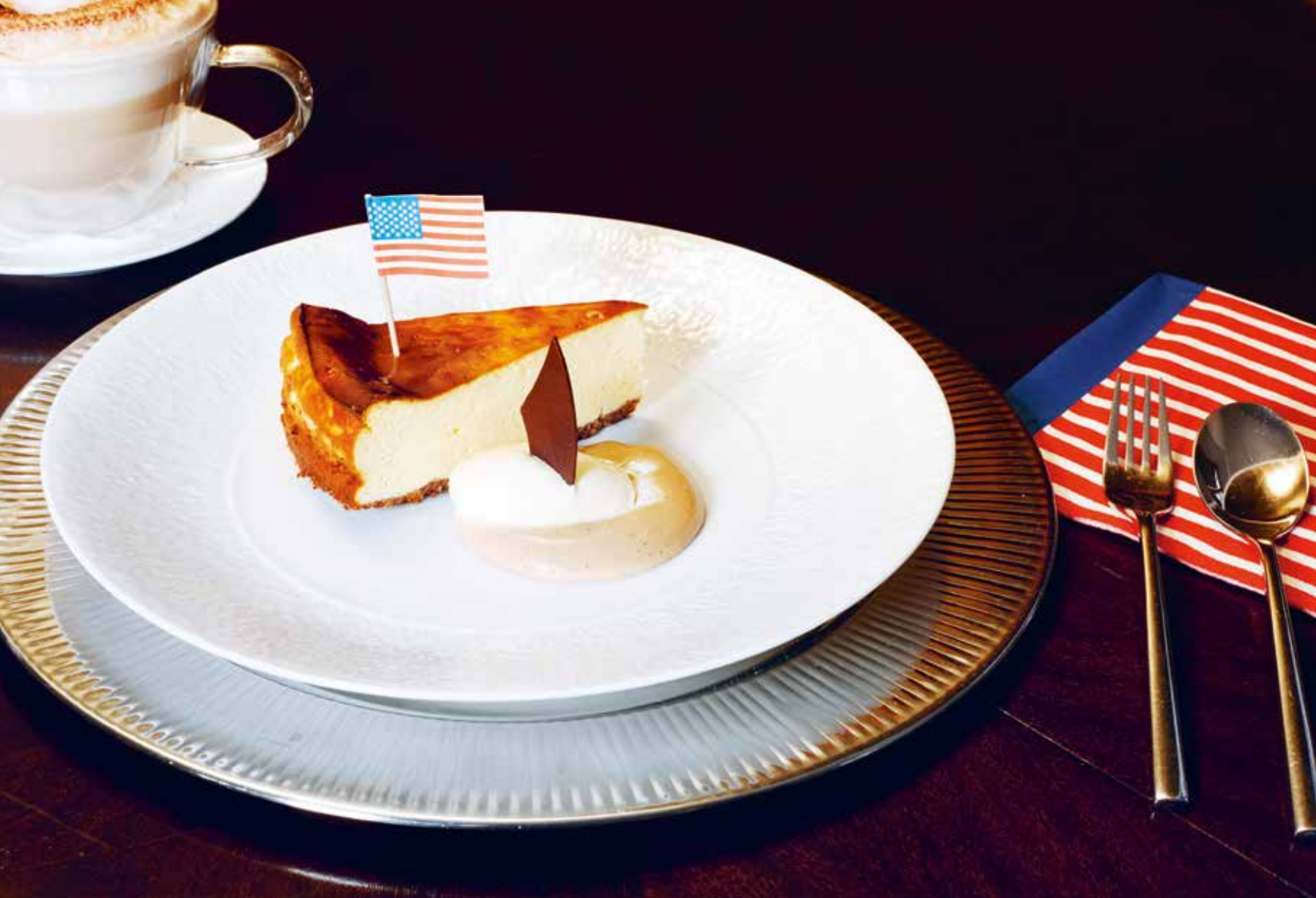
Has been a coffee drinker for: 13 years

Her favourite coffee: Red Cool (a cold speciality with Sanbitter and espresso)

Number of coffees per day: 2 cups

For her, coffee means: Taking time out to enjoy life

Has been coming to the JURAWorld of Coffee since: 2006



New York Style Cheesecake

with white coffee ice cream and coffee sauce

So what's America's favourite dessert? Right: cheesecake. There are thousands of versions of this classic pudding.

Whether you like shortcrust pastry or a crumbled biscuit base, strawberries or raisins on or in your cake: everything's possible. But one thing that can't be missing, as the name implies, is cream cheese. Celebrity chef Andy Zaugg, who earned his spurs in well-known New York restaurants during his apprenticeship and later on, lets CoffeeBreak into the secret of his original cheesecake recipe. But why not bake it yourself!



Ingredients

CRUST

150 g crumbled biscuits
45 g sugar
60 g quality butter (melted)

FILLING

800 g low-fat cream cheese
200 g sour single cream
200 g sugar
½ Tahiti vanilla pod
40 g white flour
50 g double cream
3 eggs

COFFEE SAUCE

250 ml milk
¼ Tahiti vanilla pod
50 g sugar
25 g vanilla cream powder
1 ristretto
50 g double cream

Preparation



Grease and dust a round cake tin (spring-form ideal, 22 cm diameter / 5 cm high) with flour. Gently melt the butter in a small saucepan.



For the crust, mix the crumbled biscuits with the sugar and butter.



Flatten the mix in the tin with a spoon to form the crust.



Halve the vanilla lengthwise and scrape out the pods from one half.



Mix together all ingredients for the filling...



... and pour into the cake tin.



Bake the cheesecake in a fan oven at 180 °C for 40 to 60 minutes.

Allow to cool in the oven with the door open. Otherwise, the cake may form cracks in the middle.

Carefully remove the cooled cake from the tin. Place a piece in the middle of a plate. Draw a line with the coffee sauce. Finally, place a scoop of coffee ice cream on the plate.

ENJOY!



For the coffee sauce, bring to the boil 200 ml of the milk, the Tahiti vanilla pod and the sugar. Remove the vanilla pod. Separately stir the vanilla cream powder into the rest of the milk. Combine the two mixtures and bring to the boil, stirring all the time. Immediately cool in iced water. Then add the whipped double cream and ristretto to the mixture.



Andy Zaugg

To experience the wizardry of top chef Andy Zaugg (17 Gault-Millau points, one Michelin star) for yourself, be sure to pay a visit to his restaurant 'Alter Stephan' at the heart of Solothurn, on Friedhofplatz.

www.alterstephan.ch

Cool Trio American Style

Ingredients Ice cubes, 1 Sanbitter, 20 ml Blue Curaçao, ½ litre lemonade, 3 espresso coffees, 1 lime, 1 orange for garnish



- 1 Fill three long-drink glasses with ice cubes to just below the lip.
- 2 Pour the Sanbitter slowly into one glass.
- 3 Fill the second glass about three-quarters full with lemonade.
- 4 Put 20 ml of Blue Curaçao into the last glass.
- 5 Then fill it likewise to about the three-quarter mark with lemonade.
- 6 Now pour a hot, freshly prepared espresso into each of the three glasses. Do this carefully, so as not to mix the espresso with the other liquid. This way, you will retain the layered appearance.
- 7 Decorate the White Cool with a little lime zest,...
- 8 ... and the Red Cool with a little orange peel.

And there you have it! Served with straws, this Cool Trio is the perfect refreshment on those long, balmy summer evenings. Simply stir and enjoy.

Monika Gunziger, hostess at the JURAWorld of Coffee, presents one of this summer's hits from the coffee menu.



Anniversaries

Switzerland

30 years



Eveline Fink
International Business
Department

25 years



Melahat Argu
Service, irons

20 years



Prena Gegaj
Service, coffee



Rolf Fluri
IT



Roland Hürlimann
Service, coffee

20 years



Adrian Kühne
Manager
JURA Vertrieb (Schweiz) AG



Jeannette Probst
Customer services



Faton Beka
Service, coffee



Roland Eggenschwiler
Head of Service



Martin Emch
Head of Service, coffee

15 years



Martina Fluri
Service, irons



Daniel Heiniger
Professional Business Unit



Sonja Jakob
Customer services/
Service points



Daniel Mohler
Controlling



Fabian Spielmann
Spare parts

10 years



Michael Stämpfli
Controlling

Germany

10 years



Harald David
External sales

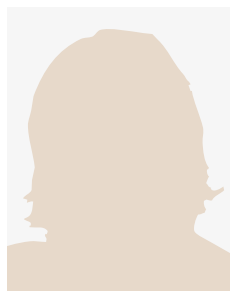


Oliver Kunder
Head of finance and accounts

10 years



Mandy Schmitt
Customer Service Center



Britta Weckert
Internal sales department

Austria

10 years



Reinhard Reisner
Head of customer services/
technics

Netherlands

15 years



Robin Akerboom
Logistics



Leony Rompa
Finance and accounts

12,5 years



Marco de Jong
Sales promotor/
Account manager

Obituaries

Heinz Kissling

24.11.1935 – 11.08.2014

28 years of service, Deputy caretaker

Hans Burkhardt

08.06.1946 – 31.10.2014

9 years of service, Technician

Rosmarie Hofmeier

11.05.1930 – 13.12.2014

29 years of service, Internal sales,
Switzerland

Rudolf Luterbacher

28.12.1931 – 15.12.2014

43 years of service, Head of service,
household

Karl Fritschi

30.05.1929 – 01.01.2015

11 years of service, Service reception

Imprint

Published by JURA Elektroapparate AG
CH-4626 Niederbuchsiten

Editors Meinrad Kofmel (kom)
Michèle Ackermann (acm)
coffeebreak@jura.com

Design Daniela Netz
spice advertising
the Inhouse Advertising Agency
of JURA Elektroapparate AG

Produced by JURA Elektroapparate AG
Niederbuchsiten

Photography Salvatore Gigante Photography
(pages 1, 6–13)

Kurt Pfister
(pages 14–19, 20–21, 26–27, 29,
34–37)

Jonas Spengler
(pages 22–25, 28–29)

Remo Buess
(pages 30–33)

Printing Stämpfli AG, Bern

Languages German and English

Translation Hill Johnson Associates GmbH
Zurich

Circulation 52,000

Frequency Bi-annual since 2005,
total 19th edition

Copyright © 2015 by JURA Elektroapparate AG. All
rights reserved. Reprinting (in whole or in part) is
only permitted with the written approval of JURA.