

Press release

The new S8

Innovation and enjoyment in perfect harmony

Niederbuchsiten, ## – **The stylish S8 impresses coffee enthusiasts and design connoisseurs alike. With its sculptural design, high-quality materials and first-class workmanship, this machine is an unmistakable expression of good taste. Innovative technology creates new opportunities for the perfect coffee experience with the full range of top-quality speciality coffees available at your fingertips. The subtle sweetness of the milk foam served by the Sweet Foam function adds another dimension to the selection of beverages available. Intuitive, convenient operation is facilitated by the 4.3" touch display, while the automatic milk system cleaning function, conveniently activated at the touch of a button, ensures maximum cleanliness. And connecting to the home network via Wi-Fi means benefiting from the free JURA Operating Experience app (J.O.E.®) and all its advantages.**

Subtly sweetened milk foam for the latest specialities

The Sweet Foam function flavours the milk foam during preparation by heating and frothing the milk, before mixing in the syrup using the syrup attachment provided. What results is a subtly sweetened, fine-pored milk foam which leads to an entirely new taste experience. In this way, the S8 can even create popular trend specialities such as the Sweet Latte at the touch of a button. And thanks to the Hot Milk function, your coffee is served at the perfect temperature every time. The sophisticated one-touch milk system cleaning function is also activated automatically at the touch of a button.

Innovative technology for consistently good coffee

The perfect cup of coffee calls for the best ingredients, prepared in exactly the right way. The second-generation Professional Aroma Grinder (P.A.G.2) ensures an ideal grind, cup after cup, with the grinding level able to be adjusted at any time. The P.A.G.2 goes into rest mode before and after preparation, which helps promote a consistent grind and long service life. The eighth-generation 3D brewing unit ensures ideal brewing conditions and maximum flavour. This exceptional automatic speciality coffee machine serves superb-tasting, gourmet-standard coffee for its entire service life.

Intuitive operation for maximum convenience

The innovative operating concept of the S8 is also very easy to understand. On the large 4.3" touch display, the user can navigate intuitively by swiping through all operating and programme items. Instructions are provided in the form of self-explanatory graphics and animations, illustrating the steps required to prepare a beverage. The screen blends in with the simple yet impressive design, while the simplified user interface guarantees easy and convenient operation of the coffee machine.

Top-quality machine in a sculptural design

Characterised by bold lines, top-quality materials and precision workmanship, the S8 has everything it needs to keep its design fresh and relevant even after many years. It combines the best of the compact class with elements of the premium segment, elegantly embodied as a picture of harmony.

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. In recent years, the long-established Swiss brand has grown to become a global player, operating in around 50 countries.



More information

JURA Elektroapparate AG
Medienstelle/Press Office
Kaffeeweltstrasse 10
4626 Niederbuchsiten, Switzerland

jura.com/mediainfo