

Press release

Pure Coffee for the premium economy class:

JURA presents the C3 – the new fully automatic model with an elegant design for the exclusive enjoyment of black speciality coffees.

Niederbuchsiten, 18 March 2025 – **JURA is expanding the C line with the C3 fully automatic Pure Coffee machine. The model is aimed at coffee connoisseurs who want to enjoy the perfect flavour of pure black coffee. The compact, fully automatic machine has a convex-concave front and timeless wave design – both premium class design elements.**

Powerful, compact and developed for those who love black coffee, the C3 unfolds the rich coffee aromas with a full-size brewing unit and a Professional Aroma Grinder (P.A.G.). Its high-quality brewing technology is complemented by the Pulse Extraction Process (P.E.P.[®]), which ensures that espresso from mild to strong is produced in barista quality.

The principle of simplicity is also reflected in the operating concept and the design of the Easy Control Panel. Users navigate through the menu using four buttons. By fitting the optional Wi-Fi Connect to link the C3 to the J.O.E.[®] app, the functionality of the machine can be extended: users can customise product settings more easily and create different taste profiles.

The convex-concave front is an eye-catching design feature. The water tank and cup grille replicate the wave design, lending the automatic coffee machine an elegant and timeless style. The overall look is a harmonious design that has its origins in the premium class.

For connoisseurs of black coffee who appreciate the highest coffee quality and design, the C3 is the right choice.

Main features

- Full-size brewing unit and Professional Aroma Grinder (P.A.G.)
- Fully automatic Pure Coffee machine: coffee and espresso (with two-cup function)
- Compact size with dimensions of just 26.0 × 32.5 × 43.7 cm
- Sophisticated wave design and convex-concave front

What makes the C line special?

The fully automatic models in the C line are the most compact models made by JURA. They come with a full-size brewing unit that boasts a holding capacity of 5 to 16 grams. This is what enables the C line to brew coffee to the very highest standard.

Accessories

Together with Wi-Fi Connect and the J.O.E.[®] app, the C3 can be operated with a mobile device and boasts a number of extras.

* available as an accessory



- Thanks to the two-cup function, you can enjoy shared Pure Coffee moments.
- The streamlined Easy Control Panel and buttons allow for simple and intuitive operation.
- The consistency of grind can be individually adjusted.
- Compact and with a design based on the premium class.

[Download high-end image file](#)

JURA Elektroapparate AG, founded in 1931 and based in Niederbuchsiten, Switzerland, is the innovation leader in automatic speciality coffee machines. JURA products represent the perfect cup of coffee, made at the touch of a button from fresh coffee beans that are always “freshly ground, not capsuled”. The product range includes both coffee 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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