

Z10: The new dimension of coffee enjoyment

JURA presents the new Z10 with 51 specialities and four worlds of indulgence – Hot, Light, Cold and Sweet.

Niederbuchsiten, 13.10.2025 - **With the second generation Z10, JURA is setting new standards in coffee enjoyment. The premium automatic coffee machine offers four worlds of indulgence, 51 specialities and, for the first time, chocolate enjoyment at the touch of a button. The "smart quartet" of the Z10 is also impressive: Coffee Timer, Caffeine Regulator, Milk Assistant and Quality Assistant. While the Coffee Timer brews the coffee at the desired time, the caffeine level can be individually fine-tuned with the Caffeine Regulator – all while maintaining the same flavour. The Milk Assistant guarantees lactose-free preparation with the appropriate milk and the Quality Assistant simplifies maintenance.**

The second-generation Z10 stands for the highest level of coffee expertise, timeless design and innovative technology. With four worlds of indulgence – Hot Brew, Light Brew, Cold Brew and Sweet Foam – the premium automatic coffee machine opens up an unprecedented variety of coffee enjoyment. A total of 51 specialities are available – from classics such as espresso and cappuccino to trendy drinks such as long black. Thanks to the chocolate attachment, even mocaccino and chocolate foam are on the menu. A key feature of the Z10 is the P.R.G.2⁺ precision grinder, which automatically adjusts the grinding degree and quantity to the flavour profile of the selected speciality. Five brewing processes ensure perfect extraction and give each speciality its characteristic profile.

The Z10 impresses with timeless elegance, a convex-concave front and a brilliant 4.3-inch colour display that impressively showcases the four worlds of indulgence. The intuitive operation by touch and swipe and the option to save up to four personal profiles make the JURA flagship an experience for discerning coffee lovers.

What makes the Z10 special?

With its "smart quartet", the Z10 characterises modern coffee enjoyment:

- **Coffee Timer:** Freshly brewed coffee at the desired time – programmed via the J.O.E.® app, automatically prepared.
- **Caffeine Regulator:** Three levels for fine-tuned caffeine content – according to individual preference with the same flavour.
- **Milk Assistant:** Indicates on the display the hygienic cleaning of the milk system for lactose-free preparation with appropriate milk.
- **Quality Assistant:** Simplifies maintenance and ensures long-lasting enjoyment of the automatic machine.

Advantages at a glance

- 51 specialities and four worlds of indulgence
- P.R.G.2⁺ precision grinder with flavour selection
- "Smart quartet": Coffee Timer, Caffeine Regulator, Milk Assistant, Quality Assistant
- 4.3-inch colour display and intuitive operation



- Intuitive operation via the colour touchscreen display – for convenient navigation through the worlds of indulgence.
- Stylishly accentuated: the water tank in the iconic wave design.
- Customised coffee enjoyment can be set in no time at all.
- Hot Brew, Light Brew, Cold Brew and Sweet Foam – four worlds of enjoyment for every flavour moment.

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Founded in 1931 and headquartered in Niederbuchsiten, Switzerland, JURA Elektroapparate AG is the innovation leader in automatic speciality coffee machines. Their products stand for the perfect coffee result from fresh beans, always "freshly ground, not capsuled" at the touch of a button. The range includes both fully automatic machines for households and professional appliances. The traditional brand has grown into a global player in recent years and is active in around 50 countries worldwide.

Further information

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