

Press release

JURA launches new communication campaign with brand ambassador Roger Federer

Roger Federer experiences the inner values of JURA automatic coffee machines

Niederbuchsiten, October 2025 – JURA and brand ambassador, Roger Federer, have been partners since 2006. This successful, almost 20-year collaboration is entering a new phase with the recently launched communication campaign. In magical stories, Roger Federer immerses himself in the world of JURA automatic coffee machines and takes the audience on a fantastic journey to the JURA Campus – the beating heart of the Swiss brand's innovation. Here he encounters JURA's personalised worlds of indulgence – and inspiring speciality coffees that are “Coffee pleasure – freshly ground, not capsuled.”.

In the new films, Roger Federer takes centre stage as a coffee connoisseur. While he is enjoying the wide range of choices offered by JURA's automatic coffee machines, he suddenly finds himself in an environment that looks deceptively similar to the JURA Campus. That is where the products of tomorrow are developed – in the Technology, Innovation and Quality Centre. As Roger explores the rooms, he meets employees who, with great enthusiasm and expertise, introduce him to the four worlds of indulgence: **Hot Brew**, **Light Brew**, **Cold Brew** and **Sweet Foam**. He also learns how two separate grinders for two types of coffee open up new possibilities for personalised enjoyment.

The story is told in a charming and tongue-in-cheek manner: Roger Federer discovers the inner values of JURA automatic coffee machines – and returns inspired to prepare his speciality “Coffee pleasure – freshly ground, not capsuled.”. The films convey, in an entertaining way, what lies behind the technology and how JURA is rethinking indulgence.

When developing the story, the focus was on “online first”. This resulted in small episodes that can be told individually or in modular form. The campaign includes long versions that show all the worlds of indulgence for each advertised model, as well as short formats for TV and online use, each focussing on one highlight. The new models take centre stage: the second-generation **Z10** (<https://www.youtube.com/watch?v=clvLeo-GNNw>), the fifth-generation **E8** (<https://www.youtube.com/watch?v=ewyY4q01Kqo>) and, a little later, the **J10 twin**. The campaign is being deployed worldwide – online, on TV and at points of sale.

JURA Elektroapparate AG is the innovation leader in automatic speciality coffee machines. It was founded in 1931 and is based in Niederbuchsiten in Switzerland. JURA products represent the perfect cup of coffee, made at the touch of a button from fresh coffee beans that are always “Coffee pleasure – freshly ground, not capsuled.”. The product range includes both automatic machines for home use and professional machines. In recent years, the long-established Swiss brand has grown into a global player, operating in around 50 countries worldwide.

Further information

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