



Media release

Brand ambassador Roger Federer is the first visitor to the new attraction at JURAWorld of Coffee

JURA opens the Rubia Coffee Ride – a ‘moving’ 4D cinema experience with specially made animated film

Niederbuchsiten, 2 October 2020 – **If you love fascinating adventure stories and exciting action for young and old, then you shouldn’t miss a visit to JURAWorld of Coffee. The unique visitor centre in Niederbuchsiten now features a new attraction: a state-of-the-art yet very personal cinema experience. The film tells the story of the amazing journey of Rubia and her friends to the Coffee Land of Dreams – an exciting animated story centred on JURA with a very special extra feature. To up the intensity, all you have to do is sit in one of the moving seats in the midst of the action and hurtle at full speed through the eight-minute story!**

Fast-paced animated film picks up on exhibition theme

Since 2006, visitors to JURAWorld of Coffee have been able to explore the history of coffee as it is vividly brought to life. Rubia the coffee bean is the storyteller guiding them through the exhibition. The fast-paced animated film therefore makes the perfect crowning finish to the exhibition: where the story of how coffee took over the world and the history of JURA ends, Rubia and her friends begin a fantastic, exciting quest to find the place she came from – the legendary Santa Arabica in the Coffee Land of Dreams. Suitable for all ages, the film is entertaining, astonishing and features an inspiring soundtrack.

At the heart of the action with state-of-the-art cinema technology

The enjoyable animated film in the Rubia Coffee Ride is shown exclusively in the new state-of-the-art cinema at the visitor centre. The audience is surrounded by three 15-metre screens with surround sound, putting them in the very centre of the action. The highlight of the experience is the addition of moving seats that move in sync with the action and sound, taking viewers on a thrilling eight-minute journey with Rubia. It’s a complete film experience right through to the – spoiler alert! – happy ending.

World-class production

For the production of the animated film, JURA commissioned the Burki Scherer studio. The film’s stirring soundtrack was created with sound artists from Promoton, renowned musical theatre composer Moritz Schneider and the 80-strong Bratislava Symphony Orchestra conducted by Robert Emery.

About JURAWorld of Coffee:

The JURA visitor centre opened its doors in 2006. It is open to the public and offers visitors a unique exhibition dedicated to coffee. Visitors can also discover the most important milestones in the history of the company, which was founded in 1931. The most recent attraction, the Rubia Coffee Ride, is now open. JURAWorld of Coffee is also home to a product world in which visitors can get expert advice on the full JURA range. A key highlight is the world's first and only Roger Federer Walk of Fame, in which you can get up close to the tennis star and even admire original trophies. And what better way to round off your visit than with a souvenir photo with Federer's '3D twin'? The coffee shop offers choice coffees from the company's own roasting facility as well as a full range of coffee-related products. The coffee lounge is the perfect place to enjoy a freshly made coffee, with a huge range of speciality coffees available to choose from. A delicious patisserie is the perfect accompaniment. With an exciting choice of things to see and do, a visit to JURAWorld of Coffee is the perfect day out for all ages. For more information visit www.juraworld.com

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