

## Press release

IMPRESSA A9 One Touch - Slide & touch

## Award-winning user-friendly design and unique speciality coffees

Niederbuchsiten, March 2014 – **Compact, slimline, straight-lined and now with touch technology. It must be the compact IMPRESSA A9 from JURA. JURA's latest new product has impressed the jury for the Plus X Award, one of the most important innovation awards for technology, sport and lifestyle. The elegant IMPRESSA A9 was awarded top marks in four categories: "High Quality", "Design", "Convenience" and "Functionality". With its sophisticated design, outstanding ease of use and innovative technologies, it offers maximum enjoyment for coffee lovers. The newly developed, self-explanatory touchscreen display ensures intuitive control. Enjoy the perfect cup of your favourite specialities, prepared in an instant, thanks to the high-performance conical grinder and fine foam technology. A gentle touch is all it takes. The elegant automatic speciality coffee machine can also make two totally new speciality coffees: the latte macchiato doppio and cappuccino doppio.**

### Self-explanatory touchscreen display

The quickest way to enjoying the perfect cup of coffee is via the colour screen with touch technology. Your four favourite specialities can be saved on the start screen and prepared with a gentle touch. If you'd prefer one of the eight other speciality coffees, simply "slide" through the product range and confirm your selection with a quick "touch". The uncomplicated control concept even extends to maintenance, where again one single touch is all it takes for the integrated rinsing, cleaning and descaling programmes to deliver TÜV-certified hygiene.

### Pure aroma: two unique speciality coffees

Whether it's preparing just one cup of coffee or two simultaneously, the IMPRESSA A9 guarantees the ultimate taste experience for all 12 speciality coffees. With just one gentle touch, the beans are ground with all their delicious flavour preserved and the espresso or coffee is extracted under optimum brewing conditions, before flowing into the cup and being crowned with a rich yet delicate crema. The new latte macchiato doppio and cappuccino doppio tempt with maximum coffee strength and thanks to fine foam technology are crowned with fine milk foam that's as light as air.

### The design statement

The IMPRESSA A9 owes its distinctive look to its striking, clear lines, side panels made from solid aluminium measuring 3 millimetres thick, chrome-plated ventilation slots, and front and top sections in Piano Black. The integrated cup illumination presents the specialities in style and makes the IMPRESSA A9 the talking point of every kitchen. At just 24 cm wide and 32 cm tall, it is one of the smallest IMPRESSA, taking up a very small amount of space.

### An authentic experience

The height-adjustable dual spout, which can range from 55 to 138 mm high on a continuous scale, features state-of-the-art fine foam technology. It creates airy, feather-light milk foam with an exceptionally high-quality consistency for the perfect cappuccino or latte macchiato, and is a breeze to dismantle and clean. Two separate pipe systems for coffee and milk guarantee perfect results and hygiene.

The IMPRESSA A9 One Touch is available from specialised dealers.

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*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 for the office and food service industry. In recent years the long-established Swiss brand has grown to become a global player, operating in around 50 countries.*

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#### **More information**

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