

JURA Australia celebrate International Coffee Day with 2019 National Coffee Study Tomorrow will see the celebration of International Coffee Day take place around the world and to celebrate, JURA Australia have released their 2019 national coffee study. According to the results 1 in 3 (28%) Australian coffee drinkers are consuming three or more cups of brew at home per day, and if they own a JURA coffee machine, they're likely to drink more. George Liakatos, JURA Australia's General Manager says, "We are so fortunate to have access to a beautiful range of coffee bean brands in Australia, which just further enhance the coffee our JURA coffee machines deliver. I'm not surprised the results of the study found that one in three Australian's and over half of our Australian JURA owners are consuming more than three coffees per day, I know I'm in that category. "What concerns me about this, is the number of households consuming three or more pods per day per person. Our machines only take beans, not pods and sustainability is at our core. We are encouraging Australian's to make the switch this International Coffee Day and swap from pods to beans, whether it's via a JURA coffee machine or another brand, this is something we are truly passionate about," said George. Other interesting statistics revealed in the JURA 2019 national coffee study include: 17% Australians spend on average, more than \$20 per week on buying coffee. 65% of Australians currently have a coffee machine at home. 48% own a pod coffee machine and 20% own an automatic coffee machine in the home. JURA coffee machine owners also buy more coffees compared to Australian coffee drinkers in general. 33% of male coffee drinkers consume 3+ cups of coffee at home per day. Only 24% of females consume 3+ coffees at home per day. Males and females have similar numbers of bought coffees per day. JURA coffee machine owners use their machine in home much more frequently. JURA Coffee Machines are available from selected electrical retailers, department stores and independent and specialty outlets. About JURA: JURA's products stand for innovation, ease of use and sustainability. JURA believe in the perfect cup of coffee, using fresh beans, 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. au.jura.com

Contacts

Rachel King
9571 4448
mailto: