

How will your team make a change this International Coffee Day? Media Release

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September 2019 To celebrate International Coffee Day tomorrow, JURA Australia have released their 2019 National Coffee Study results, and are urging workplaces across the country to make the switch to beans, by saying no to pods. George Liakatos, JURA Australia's General Manager says, "The results of our national study have shown that one in three (28%) Australian coffee drinkers are consuming three or more cups of brew at home alone per day. Add that to a takeaway or office made coffee throughout the day, that's a lot of coffee being made. "What concerns us is the potential number of pods going into landfill each and every day. Our machines only use beans and the grounds can be repurposed. Whether it's by using a JURA machine or another brand, we're hoping to start the movement from pods to beans. Our at-home brand loyalists are helping us to make the first steps which can be seen through the data with one in two JURA home coffee machine owners also choosing the brand for their workplace. Make the change today," said George. Other interesting facts related to the workplace in the JURA 2019 National Coffee Study found: 37% of the sample had access to a coffee machine in the workplace. Amongst JURA coffee machine homeowners, 1 in 2 have access to a coffee machine in the workplace. Amongst those who have access to a coffee machine at work, 6 in 10 JURA home coffee machine owners are sole or joint decision makers for coffee machine in their workplace 7 in 10 work in a workplace with fewer than 30 people Amongst sole or joint decision makers for the coffee machine in the workplace, 1 in 2 JURA home coffee machine owners chose JURA for their workplace. 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. www.au.jura.com

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