



International Coffee Day - It's official... Aussies prefer beans over pods!

JURA Australia will be celebrating International Coffee Day this Thursday, 1 October with the release of an independent survey that has confirmed that 3 in 4 Australians prefer the taste of coffee made from beans in comparison to pods*. The multi-award winning, Swiss and fully automated coffee machine brand which only uses freshly ground coffee beans to produce premium coffee at the touch of a button, believe that the results are a positive move to a more sustainable way of consuming coffee. George Liakatos, JURA Australia's Managing Director says, "This is really no surprise to us, however it's great to confirm that the jury is officially out on beans versus pods, when it comes to flavour. The use of freshly ground coffee beans is also not only better for the environment but also for our local growers as our machines can take any blend of fresh coffee beans. "Also, the freshly ground coffee bean waste can be reused in so many different ways, from adding it to your compost to deter bugs, neutralising odours in the home and of course cocktails, it's not just for a morning caffeine hit," said George. JURA Australia's tips for exploring different ways of using and working with coffee this International Coffee Day in 2020 include: 1. Make an Espresso Martini or an Amorettolini. 2. Create a coffee desert – there are a complete range of options for everyone in the family here. 3. Make your own homemade body scrub by mixing with pantry essentials like oil and sugar. 4. Place coffee grounds in the fridge to neutralise odours. 5. Throw your coffee grounds into your compost or fertilizer to deter bugs. About International Coffee Day: International Coffee Day 2020 on 1 October brings together coffee lovers in a global celebration to share their love of coffee and support the millions of farmers whose livelihoods depend on it. This year it will serve as a platform to launch a programme that will support selected young entrepreneurs in the coffee sector to develop and scale their innovative and impact-driven ventures. JURA's range of fully automated coffee machines are available now online at www.au.jura.com as well as selected 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. * Independent study conducted June 2020 by Blue Planet Consulting - N=1053

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