

JURA Australia celebrates 10 years with global brand ambassador Roger Federer. Today saw Roger Federer, current world number two tennis champion and JURA global brand ambassador, celebrate JURA Australia's 10th anniversary and officially open the new headquarters in Melbourne. Roger has been the global brand ambassador for the Swiss fully automatic coffee machine brand since 2006. In 2018, he will feature in their new Australian TVC, print and digital campaign for the release of the highly anticipated JURA S8 machine, available from April 2018. When asked about JURA's development in Australia, Roger Federer, JURA Global ambassador says, "In my opinion JURA has gained a lot of momentum in the past ten years. The team has done a great job in building awareness for automatic coffee machines and the brand. Today, JURA machines can be found in many premium stores. Australians seem to love freshly ground, freshly brewed specialty coffees. "I enjoy Cappuccino in the morning and an Espresso after a meal. And I also started drinking Flat White which originates from Australia and can be prepared with JURA machines at the touch of a button. So, JURA has not only brought automatic coffee machines to Australia, they also brought the Flat White from Australia to the rest of the world," adds Roger. 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. Emanuel Probst, CEO of JURA Global says, "The progress in Australia over the past 10 years has been phenomenal. We're predicting 2018 to be a big year for the Australian market. The combination of a holistic marketing campaign with our global ambassador Roger Federer and the launch of the new JURA S8 in March will be the platform to take the brand to the next level." The new JURA S8 is all about big choice and compact design. This exciting new coffee machine combines the best of the compact class with elements of the premium segment, including a hint of the GIGA. Even the most demanding coffee connoisseurs should prepare themselves for this new release in March 2018, the most exciting JURA coffee machine launch to date. Australians are going to love the S8's impressive range of specialties and the stunning result in a cup. www.au.jura.com For more information or hi-res imagery, please contact 360 PR: Lisa Solomons – 02 9571 4448 – 0416 175 518 – lisa@360pr.com.au Rachel King – 02 9571 4448 – 0423 833 814 – rachel@360pr.com.au

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