

JURA, a company with a proud Swiss tradition, will be continuing its long-standing collaboration with Roger Federer

JURA, an innovation leader in the field of automatic speciality coffee machines, is thrilled to announce that the contract with Roger Federer will be extended for another five years. The collaboration between JURA and Roger Federer was first established in 2006 and since then there has been many milestones, including the fact Roger has started drinking a Flat White, the coffee specialty originating from Australia. George Liakatos, JURA Australia's General Manager said, "It's the perfect alignment as Roger Federer and JURA both represent the same values; Swiss quality, hard work, precision, reliability, elegance and the pursuit of perfection. Here in Australia, we are pleased to be working with the man himself an additional five years as our global brand ambassador. We're also thrilled he loves our Australian favourite, the Flat White!" To mark the renewal of the contract, a new communications campaign with Roger Federer has been released with the same message that has been unchanged since 2013: speciality coffees – freshly ground, not capsuled. The campaign revolves around charming stories from Roger Federer's everyday life. Recognised as a star around the world, he can now call anywhere on the planet his home. The one thing Roger needs wherever he goes, however, is his JURA coffee machine. If only he could always find freshly roasted coffee beans... Luckily, he can call on good friends and neighbours to help him out wherever he happens to be – from New York and Shanghai to the Swiss mountains. As connoisseurs of great coffee, they're happy to help Roger Federer out. The short, entertaining adverts were given their world première at a glamorous event attended by Roger Federer and the JURA staff, which took place at the company's headquarters in Niederbuchsiten, Solothurn, Switzerland. At the same event, Roger Federer ceremonially unveiled his 'twin', coming face to face with him for the first time. He was both fascinated and delighted to see his likeness. The first lifelike 3D figure of Roger Federer in the world is a new feature of the Roger Federer Walk of Fame. It is on display now at JURA World of Coffee in Switzerland, where it can be visited and marvelled at by members of the public. There's even an opportunity to take a souvenir photo with 'King Roger'. "It's an honour to have such a respectable and talented man as Roger partnering with our brand. We have some very exciting plans ahead for the Australian market in 2020 and beyond. Stay tuned!" added George. Encompassing the expert knowledge and experience gained from 25 years in business, the latest range from JURA is 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](http://au.jura.com)

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