

## **Press release**

### **Simply, elegantly black**

### **Featuring high-end technology, the new JURA E4 brews aromatic black coffee specialities to perfection**

Niederbuchsiten, 1 September 2021 – **The new E4 from JURA is refreshingly minimalist, both in design and in functionality. With a simple, sleek exterior, it offers an equally pared-down selection of specialities. It focuses on the essentials – with just coffee and espresso. But don't be deceived by the minimalist approach: inside the E4 is some first-class JURA technology that delivers uncompromising quality for the perfect result in the cup.**

### **Perfect flavour thanks to the Professional Aroma Grinder**

In the E4, JURA has integrated state-of-the-art high-end technology from its own laboratory for the best results. The grinder is crucial to achieving the perfect flavour and aroma. The Professional Aroma Grinder ensures that the coffee is ground evenly and with consistent quality. In fact, it extracts 12.2% more aroma from the beans than other grinders.

### **As ingenious as clockwork**

The eighth-generation brewing unit maintains the optimum pressure and the perfect temperature, right from the first cup. Thanks to the innovative 3D brewing process, the water flows evenly through the ground coffee for even more efficient aroma extraction. The result of this ingenious combination is the perfect espresso or coffee. The same goes for espresso doppio specialities, which for maximum enjoyment the E4 prepares in two cycles.

### **Consistently pared down**

The E4 reduces everything to the essentials. Simple perfection is the goal. This applies not only to the coffee, but also to the user experience. The minimalist symbol display is easy to operate with just a few buttons and guarantees intuitive ease of use. A smart preselection function allows three different aroma levels to be selected, so the user can make a customised favourite coffee at the touch of a single button.

### **Harmoniously calm design**

The E4 continues the JURA tradition of considered, simple and beautiful design. The minimalist style with clean lines and surfaces and precise craftsmanship creates a timeless, premium look. The E4 is available in elegant Piano Black and fresh Piano White, both enhanced by chrome accents. This harmonious combination underlines the pure coffee experience.



**The JURA E4 is the coffee machine for those who enjoy pure and simple coffee or espresso. Discover more about this new JURA product, and find a specialised dealer near you, at [jura.com](http://jura.com).**

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*JURA Elektroapparate AG, founded in 1931 and based in Niederbuchsiten, Switzerland, is the innovation leader in automatic speciality coffee machines. The company's products stand for the perfect coffee result from fresh beans, always freshly ground and extracted at the touch of a button. The product range includes both machines for domestic use and professional models. In recent years the long-established Swiss brand has grown to become a global player, operating in around 50 countries.*

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#### **More information**

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