

# CoffeeBreak

JURA – If you love coffee 01/2019



## MY LONDON

David Stanborough shows us the must-visit places in England's capital city

## ROGER FEDERER FOUNDATION

Janine Händel on sustainable development work for over one million children

## SERVICE EXCELLENCE

Professional expertise and services in the Glass Service Centre generate the 'wow' effect

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# CoffeeTalk

Prof Dr Torsten Tomczak, who holds the chair of business management and marketing at the University of St Gallen, is a luminary in the field of consumer research. An academic of considerable standing, he has spent over 30 years conducting research into consumer behaviour and the importance of brands. His talks, lectures and publications exert an enormous attraction on students, specialists and others with an interest in the focus of his work. His gift for words enables him to explain and pinpoint complex concepts effortlessly. JURA CEO Emanuel Probst met him in Zurich for an absorbing discussion, entirely at odds with the weather, to address topics such as brand values, sustainability and quality. In the course of their lively conversation, they touched upon topics such as young people and climate change or the 1968 generation.

**Emanuel Probst:** In recent years, sustainability is a term that has been bandied about to excess. Occasionally, I find that it's been both overused and misused. You've specialized in consumer behaviour for many years now. To what extent has it changed and what importance is attached to sustainability?

**Prof Dr Torsten Tomczak:** There is no such thing as one typical form of consumer behaviour. And in the same vein, the typical consumer does not exist either. Research specialists like us differentiate between various segments. There is the price-conscious consumer who is forced to look for affordable products for economic reasons. Then we have the price-conscious consumer, who loves buying in cheaply: the bargain hunters who collect discounts like trophies. The conscious quality consumer with a high degree of brand loyalty attaches importance to prestige and

premium. Depending on circumstances, the hybrid consumer may be more brand- or price-oriented. The final group is often overlooked: let us just say the simply ignorant. What we have noticed are the shifts within these segments. The importance of sustainability varies within them.

**Probst:** What is the effect of these shifts?

**Tomczak:** There is an increasingly great deal of polarization, particularly in the western markets. Events in society and politics are reflected in the economy. Topics that occupy us in the traditional and social media likewise influence our purchasing behaviour. The climate controversy is a good example.

**Probst:** Regarding the premium segment and quality, have you noticed any specific change in values?

**Tomczak:** Premium still clearly carries the elements of uniqueness and status. However, that is no longer enough. Premium products are increasingly defined by fair trade and the fact that they damage neither the environment nor our health.

**Probst:** You continuously refer to orientation and trust as prerequisites for a person to decide in favour of a certain brand. JURA's emphasis on service has been with us since time immemorial. Our products are designed to be serviced and repaired for years. Since 2003, our Glass Service Centre in Niederbuchsiten has made service transparent in the truest sense of the word. What role does the conscious, sparing use of resources play in the customer's mind?

**Tomczak:** An important one. And its significance is constantly growing. At one time,





*‘Premium products are increasingly defined by fair trade and the fact that they damage neither the environment nor our health.’*

**PROF DR TORSTEN TOMCZAK**

there was just a small group of people who were concerned about what was happening to the Earth and the effects of consumer behaviour on the climate and environment. But for some time now, concern for the environment and our use of resources has been taken up by more and more sections of the population. We have been made more aware of it, and it has turned into a mass movement. Consumers are more interested than ever before in how brands behave in an environment like this. And in the process, sincerity, honesty and transparency have become key criteria. Thanks to digitization and social media, companies are now under the permanent control of millions of people, who can verify at any time whether the values communicated are actually practised and promises kept.

**Probst:** In my own environment, I’ve noticed that young people find waste totally uncool. Does that tally with your findings?

**Tomczak:** Oh, yes, absolutely. These days, school kids go and demonstrate for the climate on Fridays. I think that’s fantastic. They’re thinking of their future and letting our generation know quite clearly that we can’t go on exploiting the planet like this. Adolescence has an enormously formative influence on our lives. In 20 years, the value system prevailing today and the Friday demos will still be a vital part of the lives of all those young going on the streets today. The current environmental movement is the counterpart to the ‘68 movement we had 50 years ago.

**Probst:** I think one could say that a common denominator these days is that waste is out. What influence does that have on brand content and promise?

**Tomczak:** A brand promise like ‘I’m useful to you’ is no longer enough. Equally important are statements like ‘I’m not doing the planet any harm and don’t exploit anyone’, or even ‘I’m doing something good for the environment.’

**Probst:** What does this development mean for a company like JURA?

**Tomczak:** I advise any producer to take a serious look at topics such as sustainability and social relevance, and to take up a clear position.

**Probst:** We stand for high quality, products with a long service life, the enjoyment of coffee made with fresh beans and the avoidance of unnecessary waste. Entirely at odds with the idea of disposable products. Has this attitude had its day?

**Tomczak:** I don’t think you can generalize like that. Sustainability awareness has not penetrated to all customer levels. There will always be stupid people with their ‘after-me-the-flood’ mentality. If we consider the ‘hybrid-consumer’ section, we find that they may attach more importance to sustainable products. At the same time, they order a whole selection of products online to choose from. They return the things they don’t like without thinking for a second about the transport involved.

**Probst:** Children and young people seem to have been sensitized to this paradox. What influence do they have on their parents’ purchasing decisions?

**Tomczak:** Children exert a massive influence on what families ultimately buy. However, that doesn’t mean that disposable products will disappear from the shelves. Awareness of the importance of sustainability has penetrated many layers of society but is far from reaching all of the families within them.

**Probst:** What is important to you personally as a consumer?

**Tomczak:** I’d like to be a better human being. Fortunately, I’m in a good marriage. My wife goes to a lot of effort to buy in sensibly. My work also involves a certain amount of travel. On top of that, we enjoy seeing the world and visiting other countries and cities. But

the longer I do it, the more I have a bad conscience whenever I board a plane.

**Probst:** When you're in other parts of the world, what differences do you notice in environmental awareness.

**Tomczak:** It seems to me that Europe is the most sensitized. China is still in a completely different phase of development. There, the population at large doesn't give a second's thought to sustainability. And the USA is enormously polarized: attitudes range from extreme awareness to complete ignorance.

**Probst:** For over 30 years, you've been meticulously analyzing consumers and their behaviour for us. Do you have any dreams? Is there anything you would still like to discover or research?

**Tomczak:** As a researcher, you always think you can do what you like. But it isn't as simple as you would imagine. To address something new, you first need to let go of what you're doing at the moment. I'd like to create this space for myself. I'm totally fascinated by the social media, although I only have a fairly modest presence there. It amazes me how communication between young people is so completely different today compared with earlier times. It's an incredibly exciting space for scientists to be working in.

**Probst:** I share your view that the social media are a phenomenon, even though I believe that our needs are the same as in the past. You want to be part of the grapevine and gather information. But, like you, I don't participate in social media. Why do think this is? Does one lose this interest and curiosity the older one gets?

**Tomczak:** No, I don't think so. Humans are humans – our basic needs don't change. Only the means we use to satisfy them. At one time, people working in newspapers, radio stations and TV channels were the opinion leaders. They would collect information from all over the world, verify it and then prepare it

for our consumption. Anyone with something to say had to ensure that his message was heard and then disseminated. Today, anyone can get hold of information and spread it, much of it unfiltered and some of it fake news, as it's called. This makes social media extremely interesting for marketing purposes. At the same time, we have to find some sensible way of dealing with the protagonists, such as influencers.

**Probst:** Another area that is very topical at the moment is the shared economy. What do you think about that?

**Tomczak:** Sharing quite simply means less waste of resources. When you consider how little a car is actually driven, it becomes clear how sensible it would be for a lot of people to share a vehicle. For young people in many places today, that goes without saying. For them, material things, in other words, ownership, play a much less important role than for our generation. Turning 18 doesn't mean you have to pass your driving licence and buy a car.

**Probst:** Does this lack of obligation to own things also apply to coffee machines?

**Tomczak:** There is a significant difference between a car and a coffee machine. Enjoying a cup of coffee is a basic need that we want to satisfy in the comfort of our own four walls. Unless you're sharing accommodation, other people don't tend to use your machine.

**Probst:** So, you think we're on the right track with our products and services.

**Tomczak:** You have a clear brand profile, you keep your brand promise, you're innovative, and you use resources sparingly. If you stick to this approach in the future, I think you have every chance of remaining successful.

**Probst:** Many thanks for the inspiring discussion, Torsten. I hope you can fulfil your dreams and am already looking forward to our next meeting.



*'We stand for high quality, products with a long service life, the enjoyment of coffee made with fresh beans and the avoidance of unnecessary waste.'*

**EMANUEL PROBST**

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Elton, Punk and Britpop; bobbies, Bond and Brexit; Tower, Tate and London Eye. Think of the British metropolis, and images of the former hub of empire, shaped by royalist tradition, spring to mind. These blend with the notion of a modern, pulsating world city to form a cliché-ridden whole. So what's it like to sample London off the beaten tourist track, alongside someone who has lived here for many years? We wanted to find out, and have enlisted David Stanborough, manager of the JURA shop-in-shop in the palatial Harrods department store, to be our guide. 'My pleasure,' he writes back. 'I'd be delighted to show you round

# MY LONDON

This year, a pioneering construction project celebrates its 25th birthday: the Channel Tunnel. So to set foot on the island by any other means would seem a shabby compromise. Paris, Gare du Nord, 6 am. A broad stairway leads to the separate Eurostar terminal. After security checks worthy of an airport, an alien world opens before our eyes. Dark-coloured marine decking lends an air of classic, high-quality elegance. It would be easy to imagine oneself in the shoes of a figure from a National Geographic travel report or a character from an Agatha Christie detective story.







Reverently, we clamber aboard the streamlined, high-speed train and sink into the upholstery which once yielded to James Bond. On the dot at fourteen minutes to seven, the steel colossus pulls out of the station and glides almost noiselessly through the countryside with the speed of an arrow. After a while, darkness falls outside. The Eurostar takes just twenty-one minutes to transit the fifty kilometres of tunnel that link France to England. At one minute to nine, the hundreds of tons of steel come to a halt at London **St. Pancras**, amid squeals of protest from the brakes.

David Stanborough has not arranged to meet us here. Our rendezvous is immediately opposite, at the legendary **King's Cross** station. 'I love the architecture of this building,' this gentleman confesses to us after a reserved but friendly greeting. 'I've fallen in a big way for the geometric roof structure of the concourse.' King's Cross – the name awakens memories of the books and films starring the world's most famous student wizard. In fact an enamel plate bearing the legend '**Platform 9¾**' is clearly visible on a brick wall. Below it, half a baggage trolley juts out of the wall. So this is where Harry Potter and friends used to board the Hogwarts Express for their journey to

the School of Witchcraft and Wizardry, where they would embark on the most fantastic series of adventures. A long queue stretches in front of the trolley. Young and old alike want to take photos at this magical spot. Our guide discreetly points out the shop, strategically positioned next to the backdrop. 'Every Potter fan's heart misses a beat at the range of souvenirs at that kiosk,' he confirms. 'You'll find magic wands, pullovers, scarves – every conceivable item of fan gear. The custom of visitors from all over the world never wanes. Harry Potter is definitely a phenomenon ... and an economic force to be reckoned with.' He strongly recommends anyone to visit the Harry Potter Studios in Watford for an unforgettable day excursion.

Not being British, we find crossing the road challenging at first. To avoid accidents to visitors from the European mainland, the direction from which cars are bearing down on you is written unmissably on the ground at every zebra crossing. London consists of one landmark after another, photographed billions of times and stuck in photo albums in every country round the globe. Next on our itinerary is one of the best-known sights. '**Tower Bridge** is a really iconic monument in Neo-Gothic style,' David explains. 'Just 250 metres long, it links

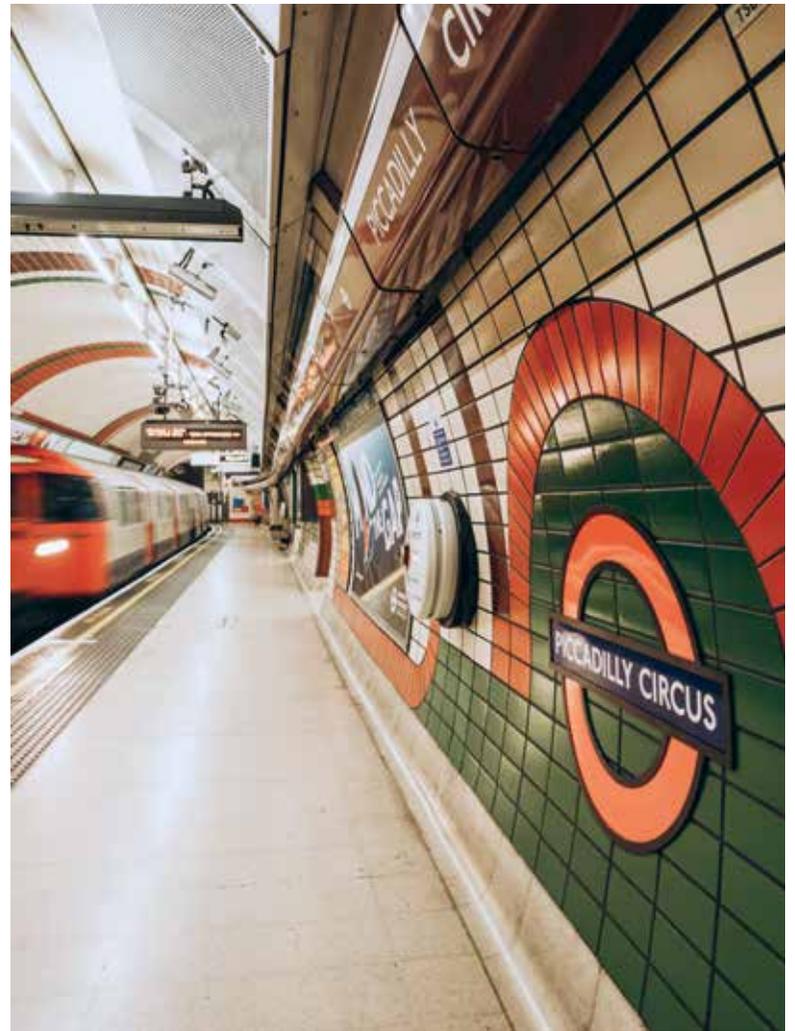


Tower Hamlets on the north bank to Southwark, south of the Thames. Though I see it almost daily, its architectural grandeur never fails to impress me.' We can well understand that. No picture, no matter how evocative, is really able to convey the power that radiates from that bridge.

It must be obvious from our appearance that our short night is taking its toll and the weight of fatigue has left us weak at the knees. 'Now seems the perfect time for a coffee, doesn't it?' deduces David Stanborough, in true Sherlockian style. Stepping out nimbly, he leads us to **Monmouth Coffee**, a popular coffee bar in **Borough Market**. 'Fine coffee has been roasted, served and sold here for more than forty years. I'm particularly smitten by the aroma and low acidity of their espresso blend, made from Colombian beans. The team of buyers travel to producers and co-operatives worldwide and sniff out interesting coffee varieties. They establish close relations with the coffee growers and co-operatives and support sustainability and fair trade.' We find we can taste this in the double espressos we order. Duly revived, we continue to wend our way through the countless stalls of Borough Market. The fresh food on sale here is mouth-water-







ing to behold. ‘This market has fascinated me for many years,’ admits David, revealing that he is not only a gourmet but a keen cook. ‘I prefer to use the high-quality, fresh ingredients you can get here. The market has a long tradition. It offers a fabulous selection of fresh fish, meat, game, poultry, cheese, spices, fruit and veg. That’s why many of London’s most famous delicatessens buy their produce here daily.’

Landmarks like **The Gherkin** and **The Shard** rise majestically before our eyes. Their modern architecture forms a stark contrast to the historic buildings to left and right. ‘If you’d like to come with me now, I’m going to show you London from on high,’ beckons David. Soon we alight on the 32nd floor of the Shard. From the **Aqua Bar** at this level, a spectacular view of the city spreads out beneath us. Brandishing a newspaper, our guide points to a building. ‘Over there, on the far side of the Thames, you can see **St. Paul’s Cathedral** and, a little way to the right, the **Tower of London**. Take time tomorrow to visit the exhibition of the Crown Jewels. You simply must see them!’ Neatly, he changes the subject from Queen Elizabeth II to King Roger. ‘I suggest the next thing we visit is the hallowed lawn of **Wimbledon**, where our Brand Ambassador has triumphed eight times to date. What do you think?’ – Love to!

The legendary **Underground** whisks us off to Wimbledon. En route, we learn that the London subway is the world’s oldest, at 156 years, and the longest such network in Europe. A good fifty minutes later, we find ourselves in front of the All-England Lawn Tennis and Croquet Club, which hosts the world’s oldest and most prestigious tennis tournament every year.

An awed silence, which can only be likened to a church, prevails on Centre Court. ‘Allow me to present: Roger Federer’s living room,’ whispers David. We pause, fascinated. In our mind’s eye, we run action replays of a few of the maestro’s most thrilling volleys. No-one who has ever admired the lush green of this carefully tended grass will ever feel smug again about the lawn back home. A visit to the Tennis Museum is an absolute must for all friends of this elegant sport.

On the way back, as if by magic, David fishes two tickets from the inner pocket of his tailored sports jacket, hands them to us as a special surprise and explains, ‘London is the city of theatre, musicals and extraordinary shows. It was already in Shakespeare’s day and will always be so. I’ve got you tickets for the **Apollo Theatre**. Treat yourselves to **‘Wicked’** tomorrow. It’s a sensation for all the senses. I’ll let



you know this much: it completely redefines gravity. I'm confident you'll be just as enthusiastic as my family and I were.' Wow! Thank you very much. We'll look forward to it immensely.

Back in town, the next highlight of our tour is the gigantic **Natural History Museum**. The sheer size of the imposing Romanesque-Byzantine building sends a shiver down the spine. With more than a hint of pride, David records that this is one of the world's largest natural history museums. In the dinosaur exhibition, it fully dawns on us how small we are. Friendly and interested staff are ready to help us find our way round the cavernous galleries. The state-owned London museums display their treasures to the general public without charging for admission. So there is never any lingering impression of elitism. A correspondingly mixed and colourful crowd thread their way through the vast halls, pausing here and there in astonishment at the exhibits.

The home of the monarchy holds a special place in nearly every British heart. The royals are omnipresent, and even hard-bitten Londoners can often be found among the tens of thousands of fascinated tourists who watch the daily changing of the guard ceremony in front of **Buckingham Palace**. Many have not yet got over the tragic death of their 'Queen of Hearts', Lady Diana, and often seek out the **Diana Memorial** for a moment of quiet reflection. The fountains in the south-western part of **Hyde Park**, one of London's many green lungs, are an attraction to visitors great and small. 'The kids love paddling in the water and

letting off steam in this safe, traffic-free park. For many adults, the Princess Diana Memorial Fountain is a place of meditation, where they can remember her great charitable work for underprivileged children and her humanitarian commitment in general,' is David's description of this special place, which has an air of calm and reconciliation.

As our time marches on, our host continues to guide us with a spring in his step. We are having obvious difficulty keeping up with him. The reason for his quickened pace is that now we are nearing his personal domain. Suddenly, there before us is the imposing building of the world's most famous and probably most exclusive department store, **Harrods**. With the poise of a sleepwalker, Mr Stanborough – as several members of staff greet him as he passes – ushers us through the twists and turns to the JURA brand concession. David Stanborough and Harrods were 'love at first sight,' as he explains. 'In 1999 my wife and I emigrated from South Africa to the United Kingdom and I was looking for a position in the high-end and luxury bracket. So Harrods was my first port of call. I was over the moon when I not only landed myself a job, but was also offered the opportunity for progression within the company. A few months after starting in sales at Harrods, I joined the management program, which led me into work in departmental management. Since 2012 I have been responsible for the JURA shop-in-shop. The job of my dreams! In South Africa I had worked in catering and retail. From then on, it was always my goal to build a career around one of my greatest passions – coffee!'





As we take in the broad range of goods amid tasteful surroundings, the London Retail Manager briefly gives us the slip. Gentleman to a T, he is advising a lady customer interested in an S8. She arranges home delivery for the machine, moves off visibly impressed by the service and expertise, and David resumes our guided tour of his emporium. 'The world's most famous department store can't be without the world's finest automatic coffee machines. Here we offer products from both the home and professional ranges. This brand presence is very prestigious. Harrods is not only one of the tourist attractions of London. Because Harrods is in a class on its own for its choice of luxury products, restaurants and services, all the main opinion leaders flock here in search of inspiration.'

Before we check in at our hotel, there is one more absolute 'must' on David Stanborough's list: the **JURA store** in Marylebone Road, opened in 2016. Our colleagues bid us warmly welcome, invite us to sample some coffee (what else?) and guide us round the modern, brightly lit shop. How gratifying it is, for once, to see the real thing, about which we have heard so much, actually on display, instead of looking at pictures. We receive superb hospitality and service. For David Stanborough, it is perfectly normal that the motto of exceeding customer expectations applies to the team at the JURA Store, as it does to him. 'We want to impress our clientele with our products, our love of detail and our determination to spare no effort to please them.' Indeed, for this reason, people are keen to return and we, of course, are no exception. But right now we are longing for a rest, a shower and a fresh outfit, to spruce up and take our places at dinner in appropriate attire.

After only ten minutes' walk from the JURA store, we stop off at the **Landmark Hotel**. Inaugurated in 1899, this imposing luxury accommodation was originally built as a Victorian station hotel. David promises we will be delighted with the attentive service. In fact, from Reception onwards, they could not be more obliging. The room exceeds our wildest expectations. 'Enjoy fine dining in one of the hotel's two fantastic restaurants,' recommends our man in London. 'And be sure you don't miss afternoon tea in the eight-storey atrium with conservatory.' We wouldn't miss it for worlds, Sir. Before the Eurostar wafts us back through the tunnel to the continent, we shall continue to enjoy the fascinating life of this vibrant city to the full. In any case, we aren't short of tips from our Londoner ...

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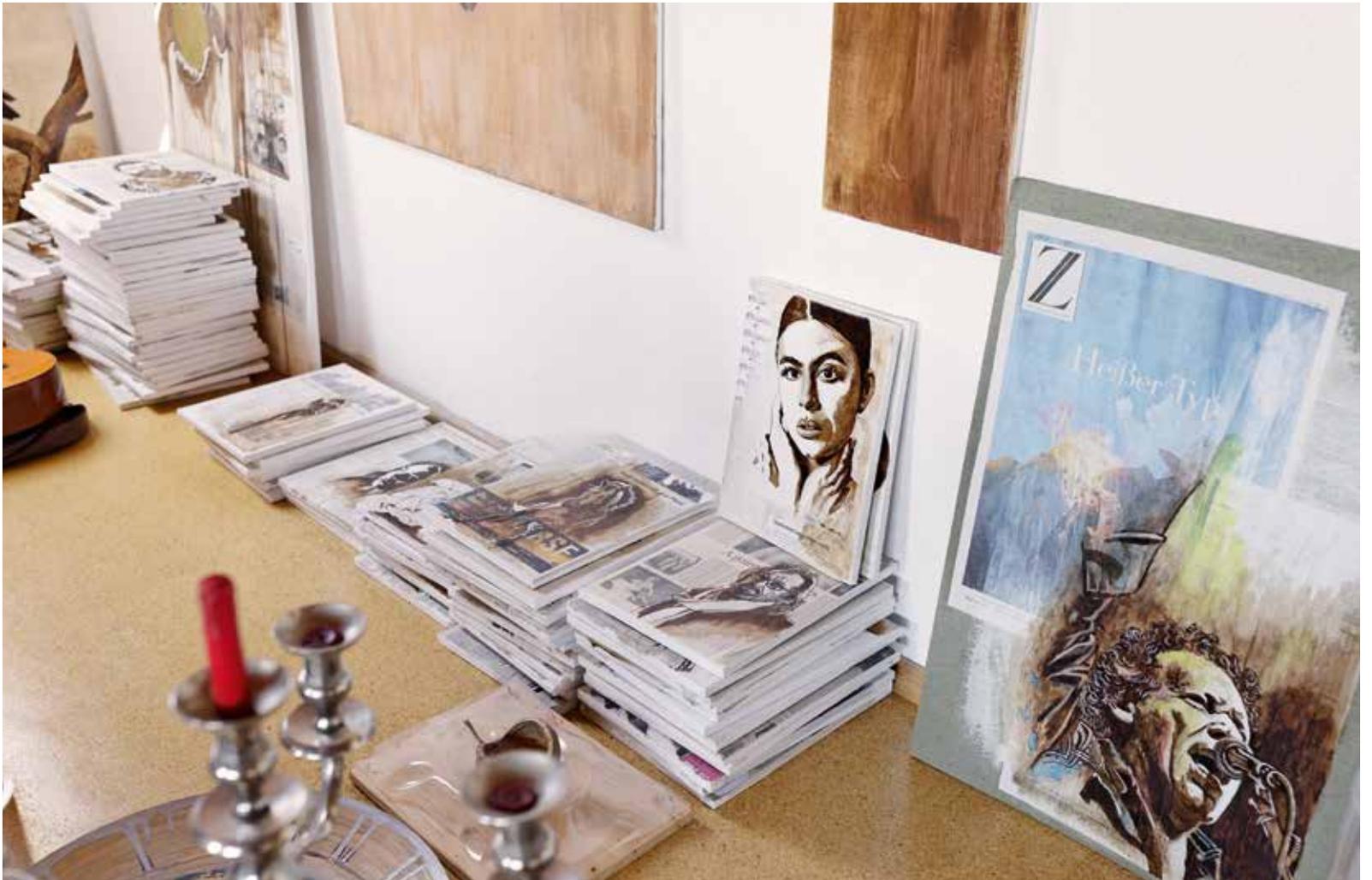


# Marcel Wagner

## ‘Master Coffee’ – making art out of coffee

Meeting him is like taking a trip round the world. He’s done time in prison and lived in a monastery, he’s been a successful businessman and a penniless artist. His life is full of contrasts, break-aways and fresh starts. Yet one thing has been his constant companion since an early age: coffee.





## One day, he unexpectedly knocked at the door of a monastery to enquire about life behind the cloister walls.

The Black Forest in the springtime. In his comfortable live-in studio, Marcel Wagner lounges regally in an armchair, making it look like a throne. In front of him is an old sea chest doubling as a coffee table, on which stands a cup of freshly brewed coffee, its aroma filling the whole room. To the left and right, easels holding canvasses pasted over with newspaper articles at working height reach up to the ceiling. Although the works are unfinished, you can recognize famous people on them, carefully washed in warm brown hues. On the floor, smaller pictures are stacked according to the same principle; in one corner, the wooden panel of the sloping roof hosts a portrait of Picasso. 'Master Coffee', as he calls himself, gives his visitors plenty of time to absorb the impressions. He doesn't find silences awkward. His life has given him plenty of opportunities to learn that: in the monastery, in prison, in Tibet and in the quiet solitude of his current retreat. Nevertheless, he is a gifted story-teller who knows how to captivate his listeners with tales and anecdotes from his biography.

When I ask why coffee holds such a great appeal for him, a wide smile spreads across his face. 'My first memories go back to my childhood. My mother came from a good home. For her it was unthinkable that she would get up in the mornings to look after us boys. Instead, she had me serve her breakfast in bed: one coffee – strong – and two cigarettes – Kent. Mother was extremely fussy where coffee was concerned, and I got a taste for it at an early age.'

Wagner's nomadic lifestyle probably also has its roots in his childhood. 'We moved house eleven times before I was thirteen. My father was a car mechanic and a rally driver. In those days, the drivers were assigned to garages where they earned their living during the week, and were issued a car at the weekends

for competing in mountain rallies. With each change of garage, we moved house.' He went to primary school in Uerkheim, in the Allgäu region. 'My father came from Bavaria. That made us quite exotic. Even when my parents settled there. I still remember clearly that the grandfather of someone I was at school with once threw a log of wood at me because we "foreigners were stealing the locals' women".' He touches his head reflectively, then taps his chest. 'Sometimes it hurts even now...'

For all the narrow-mindedness of some of their neighbours, Marcel's family were liberal thinkers. They were in frequent contact with visual artists, who recognized an unusual talent for drawing in the young boy, a gift his teachers had also noticed. They often got him to illustrate material for the lessons on the blackboard – not just because of his artistic talent, but also because he couldn't disrupt their classes so much at the front. His showed his artwork in public at an early age, giving his first exhibition at the age of sixteen, at the station buffet in Olten.

'My parents had a range of different interests. The only thing we didn't have at home was religion.' Perhaps this was enough to arouse Wagner's curiosity. One day, he unexpectedly knocked at the door of the monastery in Olten to enquire about life behind the cloister walls. A lengthy discussion was followed by an invitation to enter the monastery as a postulant and find out more. 'I was fascinated – especially by the wonderful library with its treasure trove of hand-written books. And I was inspired by the life and work of Saint Francis.' To help decide whether the monastic life would be right for him, Wagner, then 19, left for Flüeli-Ranft, the village that was home to Switzerland's patron saint, Niklaus von Flüe. I really focussed on the question of whether I was cut out for life in a holy order, with all its rules and regulations. The

only thing I knew was that everything I did should have meaning and provide meaning.' Playing a decisive role in Wagner's search for meaning were his discussions with the Indian philosopher Jiddu Krishnamurti, with whom he had had a chance meeting.

'Shortly after that came the first complete disruption in my life. I stood up against the system by refusing to do military service. This also led to a dispute with my brother, who was doing an army apprenticeship and aspiring to a career in the armed forces.' His conscientious objection to military service landed Wagner a six-month prison sentence. 'It was the nicest period of my young life. I had a roof over my head and full board, I didn't have any responsibilities, I was allowed to paint and for community service I looked after old people. Fantastic!'

One of the senior citizens was a wheelchair-bound musician. 'I used to drive him to church, where he was allowed to play the organ. We became friends and he told me about his time in India, where he worked as a piano player in a hotel in Mumbai and had even been invited to play at Ghandi's ashram. He advised me to visit India, saying it would be just the thing for me.' Wagner's planned six-month stay extended to three years. 'I absorbed new things like a sponge, and learned how to do oriental miniature painting. It was a time of valuable encounters with exciting people.' One of them was a French scholar of religion, whom Wagner followed to Dharamsala. 'There, I met many Tibetans in exile, confidants of the Dalai Lama and his personal physician, and then finally His Holiness in person.'

Marcel Wagner knows how to use words to conjure images in the minds of his listeners, including creating a floating city in the imagination as he describes the six thousand

## ‘A picture only becomes art if people establish a relationship with it.’

or so houseboats in the English colonial style he saw in Sringah in Kashmir. He earned his living by giving English lessons to children. ‘When I returned to Switzerland I had a real culture shock. Everything was so fast and busy. I really noticed how everyone was constantly watching the clock. I couldn’t eat my welcome-home meal. I’d seen too much poverty and hunger in the past few years to be able to cope with all the opulence.’

Marcel found a job as a carer in a home for people with mental and physical disabilities. ‘That was incredibly rewarding, because the work gave me as well as the residents meaning and structure. I felt that I wanted to continue down this path and combine my instinct to help people with my love for art.’ Alongside his work at the care home he therefore also trained to become an art therapist. Wagner determined to use every creative means to make people mobile. And he wanted to use his own ideas and visions to achieve that. ‘That wasn’t possible in an established institution. I therefore had two options: either give up or set up on my own.’

He chose the stony path. ‘What I envisioned was a kind of respite and holiday home for children, a crisis intervention centre providing a port of call for children in difficult family situations.’ With this vision in mind, he presented himself to the Youth Services department in Aargau/Solothurn, where his ideas were well received. The first young person entrusted into his care was a particularly difficult case. Although he was only sixteen, he’d already had fifteen residential placements and there was no home left that was prepared to take him. ‘The boy was to become my touchstone,’ Marcel Wagner recalls. ‘The path to his heart ran via his stomach. I asked him what he wanted to eat. He shot straight back with “bratwurst and beer”. So I took him out for a bratwurst and a beer. That took him by surprise. He’d never had a support worker

who bought him a beer before. After that we mainly lived off bratwurst for a while. We got through around 150 a month and prepared them in all sorts of different ways. I think our bratwurst recipes would fill an entire recipe book,’ he jokes, a broad smile on his face.

There was an urgent need for support places and Wagner’s real-world teaching approach was achieving notable successes. He understood how to nurture the young people’s talents and guide them on their journey to independence. This included setting up micro-businesses he could involve them in. ‘Having a fixed structure to the day is important. So is taking responsibility for others. And what better way to practise that than with animals?’ Soon the animal department included horses, goats and dogs. ‘We provided haulage services for logging operations in the forest. We also used our horses for delivering beer for a local brewery. They gave us an old dray cart. The only thing missing was our own beer.’ No sooner said than done! Marcel Wagner signed up for a brewing course and tried his hand at the art of beer making. ‘It was undrinkable! So I hired a brewer.’ That heralded the birth of “Hufklang-Bier”. The success of the project encouraged Wagner to start up more and more new micro-companies. ‘One young lad was a born salesman, so the obvious thing to do was open a shop.’ They sold items they produced themselves: for example, candles made in the cold-forming workshop and children’s toys from the carpentry shop. A vintage car workshop got vehicles from bygone days back on the road. Another mainstay of the project was catering, with a restaurant and the Met-Bar soon added to the businesses. ‘I originally intended to carry on with my concept for ten years. I didn’t reach my target. After nine-and-a-half years I ended the project, transferred the businesses into other names or wound them up.’

Wagner had a new vision: to open a gallery with an emphasis on art therapy. The dream came to nothing, so, at a loss for ideas, he set off on a long trip to Asia. ‘Thailand suggested itself because the cost of living is low. I had my painting, but was fully aware that you can’t live off it. I got an offer to paint a mural in northern Thailand, and I struggled along by accepting all sorts of commissions.’ A number of exhibitions followed, primarily in Europe, and this prompted him to return to the old homeland. Here, he is perfecting his coffee paintings and experimenting with paints made from spices such as saffron and turmeric. Although he paints on newspapers, he doesn’t like reading them. ‘I find it much more exciting to find inspiration in the fleeting act of leafing through them and catching the moment that grabs the attention,’ he says.

‘A picture has zero value in itself. It only becomes art if people look at it, engage with it, establish a relationship with it,’ he claims. So that people can experience this up close for themselves, he brings his pictures with his mobile art-coffee to them. ‘Unlike a traditional gallery, the people don’t come to me – I go to them.’ There, they can watch him at work. “Master Coffee” has established a name for himself in many places through his social media channels. As a result, he receives commissions from all over the world for portraits of everyone and everything from musicians to racehorses. He has also enhanced the design of bars and hair salons with his pictures.

Marcel Wagner slowly sips the last of the coffee from his cup before revealing what he is working on at the moment. ‘Sculptures made from coffee grounds.’ We are curious to see what the man who repeatedly reinvents his life and his art has to offer us next. [kom](http://www.mastercoffee.one)

[www.mastercoffee.one](http://www.mastercoffee.one)

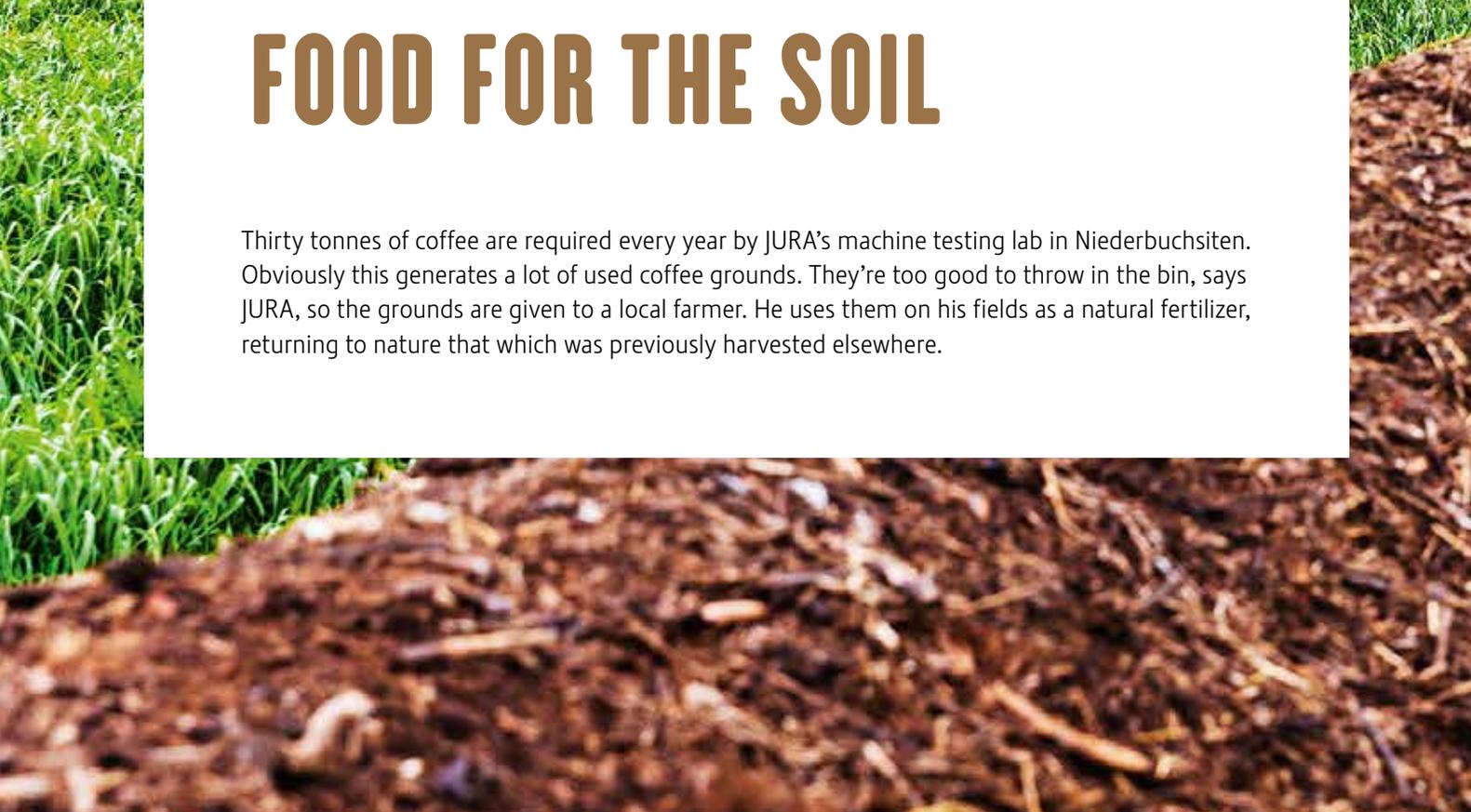




**COFFEE GROUNDS – NATURAL, COMPOSTABLE AND VERY VALUABLE**

# FOOD FOR THE SOIL

Thirty tonnes of coffee are required every year by JURA's machine testing lab in Niederbuchsiten. Obviously this generates a lot of used coffee grounds. They're too good to throw in the bin, says JURA, so the grounds are given to a local farmer. He uses them on his fields as a natural fertilizer, returning to nature that which was previously harvested elsewhere.







Thirty tonnes of coffee a year. If you try to picture that your imagination will quickly be overloaded. Thirty tonnes is about the weight of sixty cows. Or thirty small cars. It's a lot. This amount of coffee is required every year for testing machines at JURA. In the test lab, bean-to-cup machines run constantly, puffing, flushing and grinding without pause. Carefully lined up in rows, automatic machines of all sorts undergo rigorous testing, from the smallest single-cup machine for home use to the biggest professional machines which will go on to provide entire offices with their daily energy boost. Large pipes feed the coffee beans continuously into the hoppers of the automatic machines so that the coffee production process never has to stop. Every new development has to undergo intense fatigue tests here before it

is ready for the market. Fatigue tests involve the machines being in constant operation for twenty-four hours a day from Monday morning until Saturday evening. Tests are conducted on six days a week in this way. All results are recorded in precise detail – automatically, of course. Each machine is connected up to a large number of cables which relay all the information directly to the test log. An automatic machine will spend several months here on the test bench. Not only new products need to prove their quality in the fatigue tests, however: new components for automatic machines already on the market are also tested prior to introduction.

The coffee grounds which accumulate in the laboratory are collected in large boxes. These can quickly fill a whole container. Around



every two weeks, a van comes to take the grounds from JURA to the green waste recycling unit at the nearby Stall Studer in Kappel. A local site was deliberately chosen to process the grounds in order to avoid long transport routes.

The processed material is reused in the agricultural sector as a nutrient-rich compost. On arrival at Stall Studer, the container is emptied at a large collection point. A sizeable load of green waste is already waiting there, as the grounds are first mixed with other materials before being piled up at the side of the field for composting. 'As a chaff cutting and green waste recycling service we are supplied with a variety of materials. We process these and mix them with the coffee grounds,' explains Fabian Studer. The compost then spends eight to twelve weeks

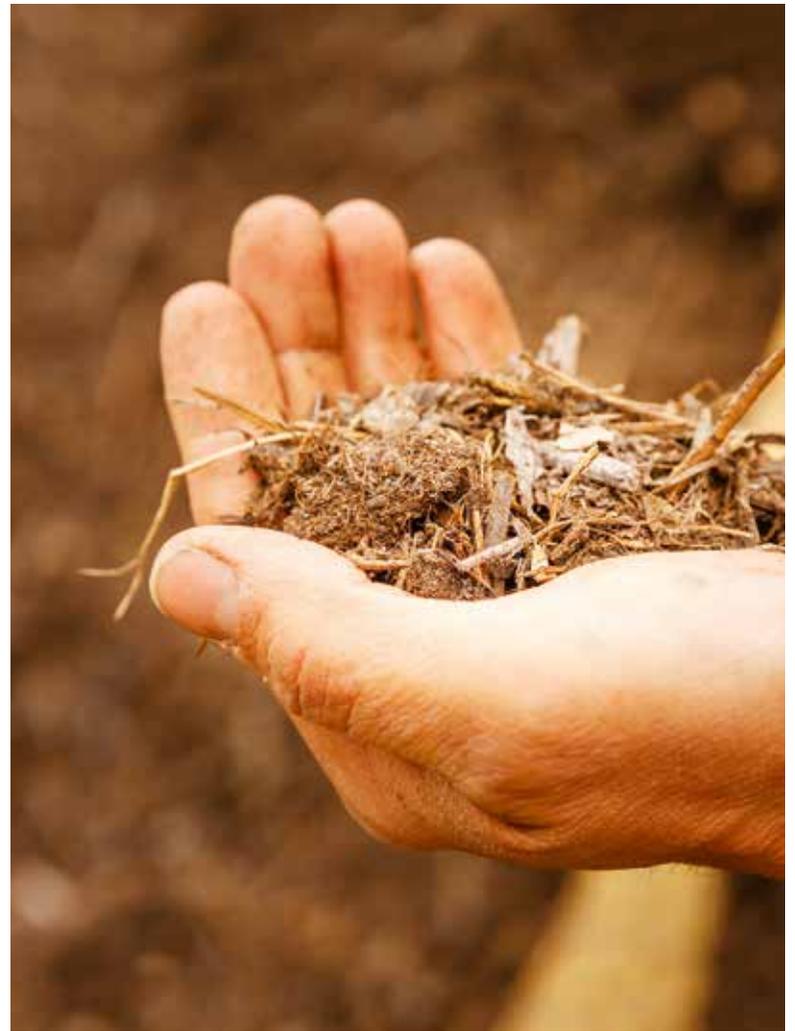
at the side of the field. During this period, it has to be turned on a regular basis. This allows enough oxygen to get in to cause the material to compost down. It also ensures that the hygienization process is completed.

It's a steamy affair when Fabian Studer gets to work with the compost turner. The compost can heat up to a temperature of 70 degrees inside. Together with oxygen, water is an important element in the composting process. The compost must be neither too wet nor too dry, so it may have to be covered in fleece, depending on the weather.

When the compost is ready, it is spread on the fields, where it works not as a traditional fertilizer but as a soil conditioner – as Fabian Studer explains: 'We use the coffee ground compost as a natural fertilizer on our fields.

The fertilizer is not intended to promote growth but to feed valuable nutrients back into the soil. The compost also enhances the formation of humus. In this way, we can guarantee a sustainably fertile soil which is efficient over the long term. In Switzerland in particular, where space is limited and the land is intensively farmed, it's very important to manage the soil sustainably.

The most important factor in producing the compost is to get the mix right. This varies greatly depending on the time of year. 'We are supplied with a variety of materials: green waste as well as compostable kitchen and garden waste. In the summer, there's obviously a lot of grass – that makes the mix a bit 'fat', or nutrient-rich. In the winter, it consists mainly of woody material and leaves, in which case the coffee grounds are a particularly



valuable addition, because they supply nutrients and energy.' The compost does more than ensure good plant growth, it also promotes the diversity of organisms in the soil. Among the countless numbers of these is the earthworm. The earthworm is the farmer's best friend, and for good reason: it improves soil quality both with its nutrient-rich excretions and its general activity, which loosens the soil structure. Even the smallest organisms, visible only through a microscope, benefit from the coffee-ground compost.

Soil that contains lots of different creatures and micro-organisms is also more conducive to healthy plant growth so Fabian Studer is more than happy to apply the compost to his fields. His wheat crop benefits from it, and is processed into IP-Suisse bread grain. And barley, silage maize and the oil seed rape that turns the countryside a dazzling yellow when

it flowers in the spring all grow extremely well thanks to the soil conditioner. Extensive fields with closely packed rape-seed plants enhance the beauty of the landscape with their intense yellow blooms, and in this region rape seed is a very valuable crop in nutritional terms as it is an important food source for humans and animals.

The soil at the farm in Kappel is has been benefiting from the nutrients in the coffee grounds for two generations, as the JURA laboratory has been supplying grounds to the Studer family for almost two decades now. It's been a lasting partnership with many positive benefits for people, nature and the environment.

kis



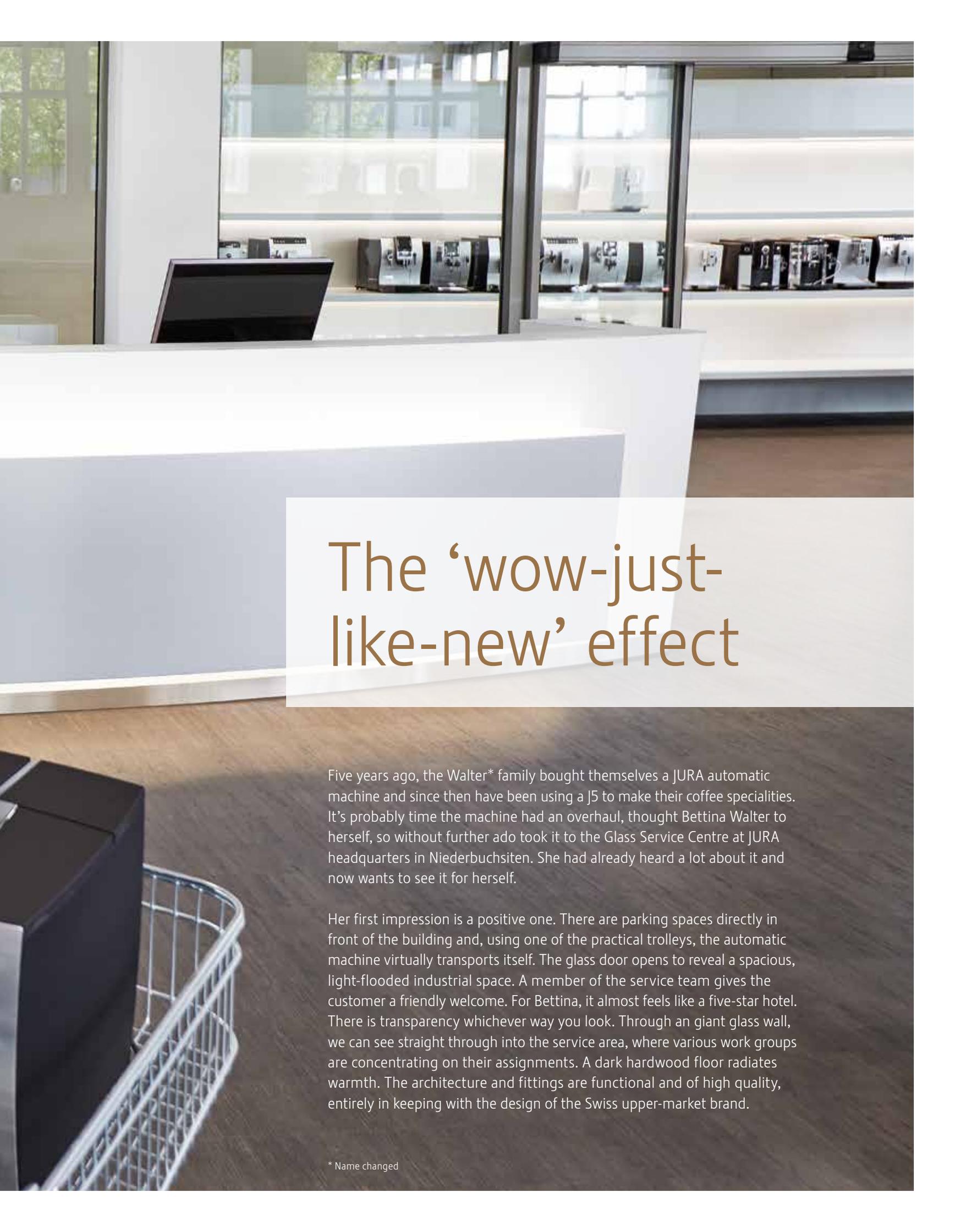
The Studer family favours regional products in its self-service café, the Hofkafi. Stephanie Studer, who runs it, regularly serves home-baked goods to the guests. A small farmer's breakfast with plaited bread, jam and coffee or a cold drink is also recommended. If you would like to celebrate a special occasion in these lovely surroundings, you can hire the Hofkafi for your private party.

### Expert tip from Fabian Studer:

'You can use coffee grounds in your own garden. You can start your own compost heap, adding organic kitchen waste, grass cuttings and hedge trimmings – and, of course, coffee grounds. If you grow flowers or vegetables in your garden your compost will supply them with valuable nutrients, and soil organisms will appreciate the improved structure of your soil. Also, children find it very interesting to see how compost is used in the garden. They love to get involved and they can learn a lot about nature and our food.'

[www.pensionsstall-kappel.ch](http://www.pensionsstall-kappel.ch)





## The ‘wow-just-like-new’ effect

Five years ago, the Walter\* family bought themselves a JURA automatic machine and since then have been using a J5 to make their coffee specialities. It's probably time the machine had an overhaul, thought Bettina Walter to herself, so without further ado took it to the Glass Service Centre at JURA headquarters in Niederbuchsiten. She had already heard a lot about it and now wants to see it for herself.

Her first impression is a positive one. There are parking spaces directly in front of the building and, using one of the practical trolleys, the automatic machine virtually transports itself. The glass door opens to reveal a spacious, light-flooded industrial space. A member of the service team gives the customer a friendly welcome. For Bettina, it almost feels like a five-star hotel. There is transparency whichever way you look. Through an giant glass wall, we can see straight through into the service area, where various work groups are concentrating on their assignments. A dark hardwood floor radiates warmth. The architecture and fittings are functional and of high quality, entirely in keeping with the design of the Swiss upper-market brand.

\* Name changed



## Machine diagnosis with the customer

The service specialist accompanies Bettina to one of the three diagnostic cubicles. 'Can I get you a cup of coffee?' he asks attentively. 'Oh, please. An espresso would be perfect.' With a few practised movements, the specialist opens the automatic machine and connects it up to a computer. A few seconds later, the most vital parameters appear on the screen. The family has made more than 9000 coffee specialities. The machine has been cleaned promptly at the touch of a button and also descaled whenever necessary. After the service the technician suggests, everything will be perfect again. Bettina is given a binding cost estimate, agrees that it is in order and finds the sum perfectly acceptable. But there is one more important recommendation: 'Do you know our CLARIS water filter?' The customer shakes her head. 'Limescale is the main cause of unpleasant flavours and faults,' explains the expert. 'CLARIS is placed directly into the water tank and supplies the best possible water for a perfect coffee by filtering out lime, chlorine and heavy metals.' 'Thanks for the tip,' says the customer, 'I'll certainly give it a try.'



## A wealth of expertise and years of experience

For once, the customer is no longer separated from the action by a glass panel but up close for the service procedure. The technician tells her he has been working with the company for ten years, which in terms of service length puts him exactly in the middle. On average, employees in the service department have usually been working for the company for no fewer than 20 years. 'Impressive,' thinks Bettina. 'So there's an unmatched combination of experience and expertise.' The technician nods and explains which components he is replacing. 'What happens to the damaged parts,' the customer asks. 'At JURA, we attach a lot of importance to sustainability. And that is why components are processed to look like new and then re-used in service. 'Only the parts that can't be re-used are sorted into various types of raw materials and go to a specialized recycling company. Bettina Walter also discovers that the service section is organized along qualified work group lines. The approach increases both the quality of the work and the department's flexibility. It makes it possible for customers to obtain two-hour, half-day or whole-day service without an appointment or additional charges. 'We don't want you missing out on your daily coffee, do we?' says the technician, as he meticulously carries out the final inspection.



## Wow, like brand-new!

After service, the automatic machines are lined up neatly in rows on an illuminated shelf for collection. They not only function like new but also look it. The display testifies to the high esteem the service team enjoys. Bettina Walter notices how her pulse has increased a little when she goes to pick up her J5. 'Wow, it looks like new!' is her immediate reaction. 'Just the way it should be,' says the JURA technician visibly pleased by the customer's positive reaction. And he has another little surprise for her. He hands her a paper bag containing a pack of coffee from the company's own roasting house and a CLARIS water filter, 'so you can see for yourself what a difference it makes to the flavour of your coffee. Everything has been perfectly prepared for transport. And to ensure that nothing can go wrong, the service technician packs the machine in a practical carrier bag. 'Can I take you to your car?' 'That would be nice, thank you.'



## 24/7 service contactable round the clock

On the way to the car he informs Ms Walter about another service offering: the 24/7 service. Customers can bring their machines in for service at night or over the weekend and then pick them up again. We're always there for you, round the clock. And in the vending machine opposite you can find all our maintenance products, coffee from our own roasting house and even the odd item for your sweet tooth.' The service technician carefully stows away the Walters' J5 in the boot, says his goodbyes and wishes Bettina many more delicious coffee specialities from her machine. She drives away with the reassuring feeling of having chosen the right brand, because both products and service are right. And when the time comes for the Walters to consider buying another automatic machine, one thing is already clear: it will have to be one from JURA.

## Facts about the Glass Service Centre

JURA Vertrieb (Schweiz) AG  
Service Centre  
Kaffeeweltstrasse 7  
4626 Niederbuchsiten  
Switzerland

### Opening hours

Monday to Friday  
7 am to 6.30 pm

Saturday  
8.30 am to 12 noon

## Services

### 2-hour service\*

Wait for service. Time constraints do not permit us to carry out cleaning or descaling operations.

### Half-day service\*

Drop-off in the morning or at midday and pick-up at midday or in the evening.

### Whole-day service\*

Drop-off in the morning, pick-up in the evening.

### Service by appointment

Simply inform us when you would like to collect the machine.

### More service for the same price

These services (2-hour, half-day, whole day and by appointment) involve no extra charge or express supplements. And by coming to Niederbuchsiten yourself, you even save the transport costs.

\*The following services apply to all JURA automatic coffee machines for private use (not for the IMPRESSA-X and GIGA-X lines).

For over 15 years, the Roger Federer Foundation has been committed to improving children's education in southern Africa. 'It sounded impossible to achieve, a megalomaniac aspiration,' says Roger Federer, recalling when he outlined the ambitious aim. But last winter he has been able to declare the following: with our support

**OVER  
1 MILLION  
CHILDREN HAVE BEEN HELPED!**





**'THE OBJECTIVE IS TO  
ACHIEVE AUTONOMOUS, FUNCTIONING  
COMMUNITIES THAT ARE  
NOT DEPENDENT ON OUTSIDE AID.'**

Behind the success of the Roger Federer Foundation is a great tennis champion with a philanthropic vision, but the organization in its current form also bears the hallmark of a strong woman. Janine Händel, a lawyer and former diplomat, is a specialist in human rights and conflict management, and she has been the CEO of the Roger Federer Foundation since 2010. When you talk to her you get a clear sense of the fire that burns brightly within her, yet she is also a logical and analytical planner who deploys resources strategically and efficiently.

'Sustainability is the greatest challenge facing us in development cooperation,' she says. 'We don't just want to hand out short-term crumbs, we want to provide support and help communities to help themselves through long-term strategic aid programmes. This means achieving the greatest possible leverage with the resources available. It requires experience, contextual understanding and a willingness to learn. For that reason, we focus on geographical factors as well as the actual issue at hand. A key element in achieving a sustainable outcome is ensuring that our own footprint remains as small as possible. That is not always easy and requires good strategic vision. Often you just wish you could help a bit straight away, but the idea of achieving an impact through intervention and only later working on a concept of sustainability is wrong. There should always be an exit plan from the very beginning.'

Involving the village communities is key to the work of the Roger Federer Foundation. 'Our interventions must not in any way disempower the local people. On the contrary:

we offer empowerment, which over the long term bolsters resources and, in particular, puts the people in control. At first, the villagers are part of the problem. During the project they become problem solvers and, ultimately, the driving forces behind its implementation. We provide the impetus and repeatedly question whether our intervention is not only effective but also replaceable. In an extensive kindergarten project, we might be involved for five or six years before it's possible to withdraw. That's how long it takes to embed a major change so that it's sustainable. In parenting programmes, the locals learn about taking responsibility for their children. Ultimately, it's the villagers themselves who, with guidance, build the playgrounds, make play equipment and cook healthy meals for the children. The objective is to achieve autonomous, functioning communities that are not dependent on outside aid.'

In many parts of Africa, early-years education is still not part of the state education system. Without government finance, it is fundamental to involve the whole population of the village in getting the kindergarten established and ensuring its long-term sustainability. According to Janine Händel, 'With a kindergarten you have to guarantee that the building is maintained and the good standard of education that has been established is continued. We help the kindergarten committee generate revenue so that they can do this. We give the committee members some business management training. They need to develop a feel for the markets and learn how to deal with finances, so we analyse the current situation together, identify a way forward and help them implement it.'

One important tool is microcredit. 'We want to enable the population to run businesses. To do that, we invest 500 USD in a fund managed by the kindergarten committee. The villagers get access to low-cost capital and the interest earned benefits the kindergarten. Often, our input is already repaid after a year, and the lending then functions autonomously. We follow the same approach to the kindergarten children's healthy diet as we do for training. We raise awareness among the village communities and give them the ability to plant gardens in which to grow ingredients for meals. Some become the managers of micro-businesses selling their produce to other villages. The main focus is always on empowering the local people. We provide the impetus, transfer the knowledge and invest in coaching. Our pecuniary involvement is then restricted to buying a big pot for cooking, for example. The villages become self-sufficient in providing school meals with no further outside influence needed.'

There is good reason to focus on education projects: 'Education is a possession that can't be taken away from anyone. It's sustainable in itself and is effective in a variety of ways. An educated person is a healthier person, who takes more care to follow a balanced diet, is more active, goes to the doctor sooner if feeling unwell and pursues a greater level of hygiene. Educated people are more actively involved in society and have a better chance of escaping poverty.'

The Roger Federer Foundation establishes processes and structures which remain in place beyond the duration of the period of support. To measure performance, it carries out long-term studies using the criteria of





**'I WANT TO MAKE THE WORLD  
A BETTER PLACE...  
AND NOW I KNOW THAT I CAN.'**

education, health, participation and economic development. 'Over the long term, there was a sustainable increase in the health of 95% of the communities supported by us, which the population attributed to our intervention. This shows that our approach of providing support to empower and enable communities has an impact that goes far beyond the actual educational target.'

Janine Händel is bubbling with enthusiasm. You can tell that she has found her dream job, one in which she can put her ideas into practice. She's been interested in helping those less fortunate than herself since she was a child. At the age of six, she already knew what she wanted to be: 'A special needs teacher!' When she was only eleven to twelve years old, she volunteered at a care home for disabled children in the afternoons after school and during the school holidays. When she left school, she got a job as a travel guide in the Turkish region of Cyprus. Then she studied law, focussing on human rights and peace studies. As a diplomat, she worked in projects in Columbia, Nepal and Sri Lanka. She came into contact with the Roger Federer Foundation in January 2010 while working in the philanthropy department of one of Roger Federer's sponsors. She caught the eye of the Foundation's trustees: they were sure she was just the sort of person they needed to lead the Foundation into the next stage of its development. 'The interview with Roger Federer took place in a player's lounge,' Janine recalls. The chemistry felt right straight away, and so did the impression that the Foundation has to represent Federer's values. She calls it a 'philanthropic symbiosis'.

In July 2010, Janine Händel began her work at the Roger Federer Foundation and produced her first development strategy: to determine the role of the Foundation and its very DNA. 'Specifications about quality had been laid down already. But there had never been a definition of the scales involved. We had to have some concept of the ideal scope. When I presented my vision of helping a million children, Roger's eyes lit up. "Can we really do that?" he asked. I presented two other possible scenarios. There followed a lively discussion among the board of trustees. After a while, Roger banged on the table and called out with conviction: "We can do it!" At that moment I knew he had announced his arrival in the role of chairman of the Foundation.'

The annual budget of the Roger Federer Foundation grew from 380,000 Swiss francs in 2010 to almost 8 million Swiss francs in 2018. A total of 40 million Swiss francs has been invested in projects to date. If you divide this sum by 1 million children reached, you get 'only' 40 Swiss francs per child. This goes to show how little money is required when a sustainable plan is being implemented. Janine Händel wants to build on this with the Roger Federer Foundation. 'It's our ambition to use innovative approaches to achieve more with fewer resources. We want to combine the maximum leverage from individual projects into one big overall project. We're thinking in terms of a systemic progression from family to village to state. Over the next seven years, we want to give 2.5 million children access to education and better opportunities in life.' New technologies also have a part to play in this. 'We are putting a lot of

energy into digitization because it opens up completely new opportunities in development cooperation, especially with education projects. Tablets give teachers access to further training through self-study options.'

'We are focussing on the rigour of our interventions; that is to say, we want to do the same everywhere, adapted to the local context, and replicate positive experiences and approaches from the past ten years.' For this to succeed, a great deal of effort is required on a local basis. As a result, the Roger Federer Foundation has now also set up a regional base in Johannesburg using local employees. Eight to nine times a year, Janine Händel travels to Africa to visit ongoing projects. Roger Federer is often there too, to get his own impression of the progress being made. Like the CEO of his Foundation, he is convinced that you can only make a long-term impact if you are familiar with the context. 'But in every village, the journey starts again. You have to work out the dynamics of a community, identify the stars and get the naysayers involved.'

It might sound like a Herculean task, but Janine Händel is undaunted: 'It's a fantastic challenge. I like leaving my comfort zone!' As to the question of where she finds the energy for all of this, she replies just as she did at the age of six: 'I want to make the world a better place... and now I know that I can.' korn

[www.rogerfedererfoundation.org](http://www.rogerfedererfoundation.org)

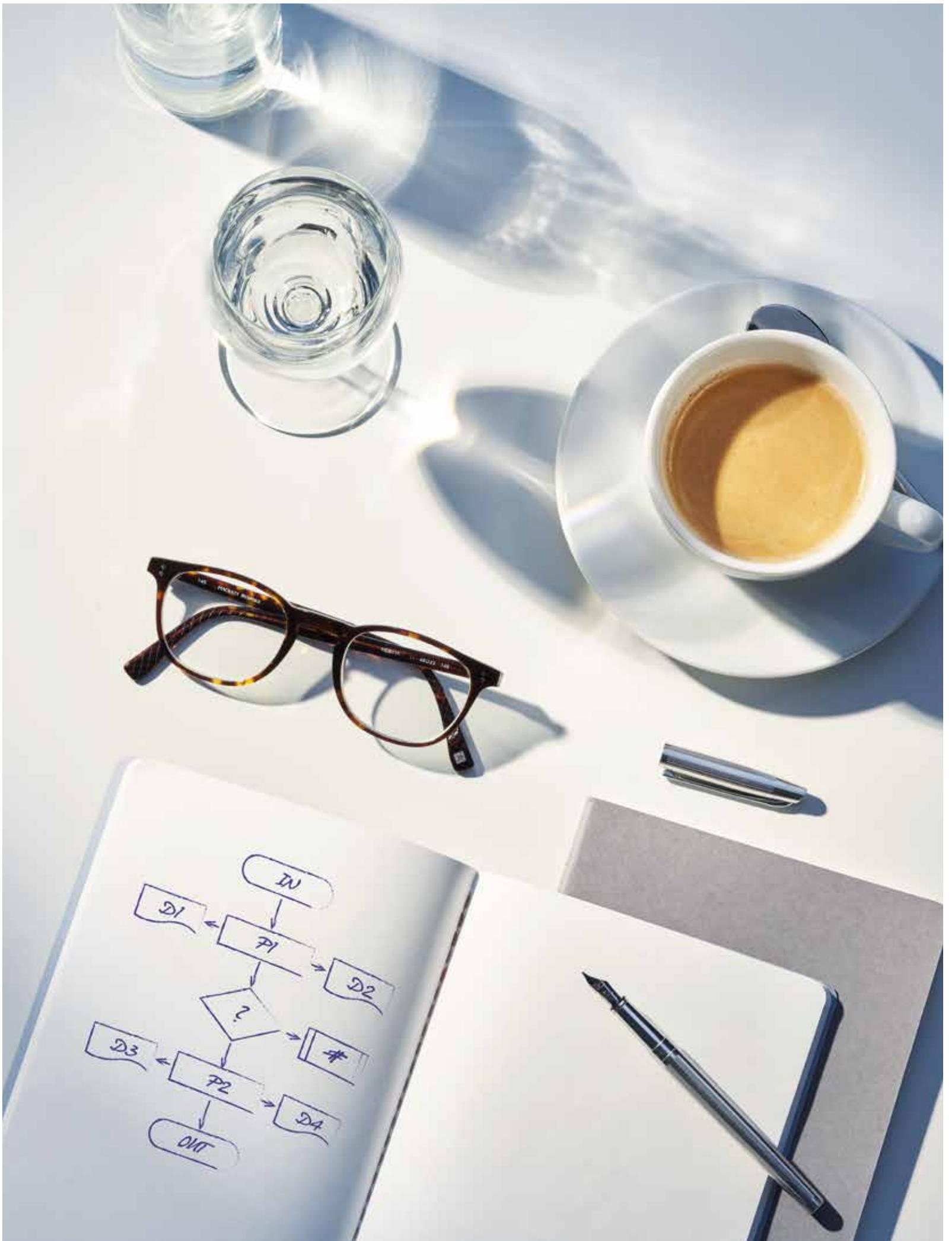
# Coffee enjoyment for professionals

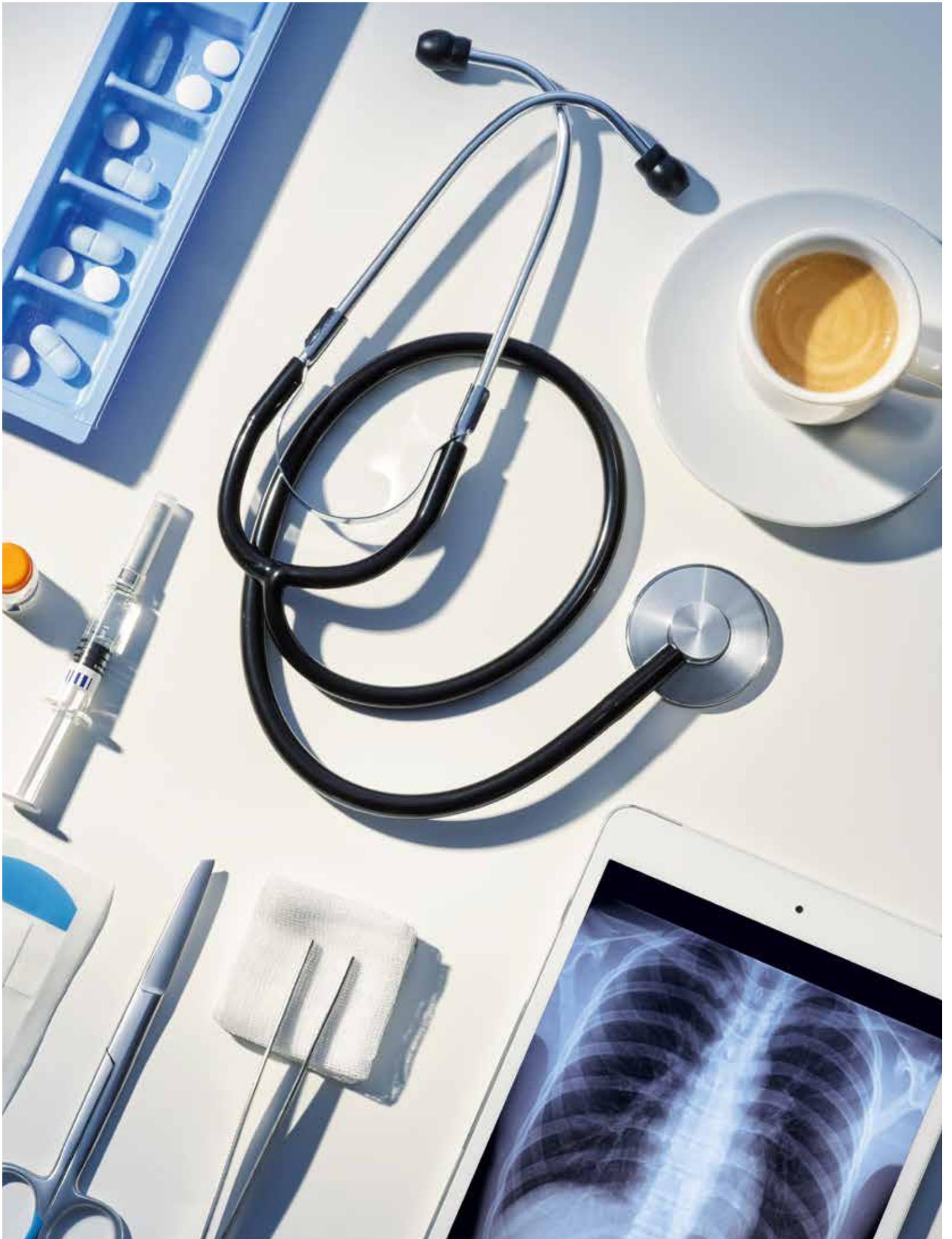


*Dagmar W.*  
**(38)**

Food & Beverage Manager  
at a conference hotel

We offer our clients an ideal infrastructure for all kinds of events. They rate our hotel highly for its excellent location, friendliness, flexibility and modern facilities. We constantly try to make the impossible possible. 'No' is a word that isn't in our vocabulary. We expect the same from our automatic coffee machines. That's the reason we chose the new **X10** from JURA. It performs reliably and is flexible. The value for money, quality and service are terrific, and most important of all: the X10 makes top-quality coffee specialities at the touch of a button. So whether they're attending a small seminar or a large-scale banquet, our guests can look forward to enjoying perfect coffee: it's all part of our impeccable service.







*Heinz M.*  
**(53)**

Facility Manager in a  
cantonal hospital

Our doctors and nursing staff are the best around. They deliver top-level performance, day in, day out, and they are always there for their patients. Around the clock, tirelessly. Coffee is vital for helping them to get through the long shifts. When weighing up new automatic coffee machines for the teams' recreational rooms on the wards, we opted for the **GIGA X3c/X3** from JURA. They are available for fixed installations with a permanent water connection as well as with a large water tank for more flexible solutions. I reckon the best deserve the best. And that, ultimately, is what persuaded our hospital management too.



**(32)**  
*Petra H.*  
owner of a small, creative  
advertising agency

It's often said people in advertising can't function without coffee. Well, there's some truth in that. Whether its presentations, breaks or simply while we're working, everything goes better with coffee. And because space is at a premium here, we were looking for an automatic machine that would deliver the lot in very little room. A bit like us. We found the solution in the **WE8** from JURA. It's perfect for the 25 or so coffees we drink daily and has a great choice of specialities. Even that flat white our graphic designer is so crazy about since she was in Australia. And because the design is so cool too, our WE8 has pride of place in the agency. After all, good taste is what we're all about.







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‘HAVE YOU GOT TIME FOR A COFFEE?’

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‘I don’t feel right  
if I can’t burn off all  
my energy.’

Her radiant smile competes with the bright sunshine outside as she approaches the JURAworld of Coffee with a sprightly step. Before she joins me, she is warmly greeted by staff and visitors alike. People know Alexandra Ruckli. She has strong connections to the region and is always pleased to come back to the place where she did her basic training: JURA.



**We've known each other for many years. We even worked together in the same open-plan office for a while, but then we lost touch – so I'm all the more excited to find out what she's been doing in the meantime. She looks unchanged by the passing years. 'Will you be having your usual latte macchiato...?' asks our host, Monika Gunziger. 'Would you like to try our full moon roast today?' 'Oh, yes, absolutely!' Alexandra replies enthusiastically.**

**Obviously, a regular. They seem to know what you like here.**

Yes, I come to the JURAWorld of Coffee pretty often. I usually meet up with my best friend Andrea for a chat.

**Your career began here. What gave you the idea of doing your training with JURA?**

As a teenager, I wanted to explore the world. My dream job was to be an air hostess – sorry, we have to call them flight attendants nowadays. But you had to be at least twenty years old to do that. One day, my father opened up the phone book and passed it to me, saying: 'Apply to JURA to do a commercial taster course!' So that's what I did, I enjoyed it and I was offered the apprenticeship.

**Can you still remember your first day as an apprentice?**

I came in on my bike from the next village and joined the other new apprentices. We were all a bit shy. Next to me there was a tall, dark-haired girl: Andrea. We hit it off straight away, and that was the start of a beautiful life-long friendship.

**How does your teaching job today compare with before?**

Well, in those days JURA mainly meant irons. The name stood for quality, but it was a bit old-fashioned. The buildings gave a run-down impression – you could see that the company was going through a crisis. Now, JURA is totally cool, the products are exciting, the designs are brilliant, and Roger Federer is a fantastic ambassador. I had a great time as an apprentice in the JURA family. I still have close contacts with many of my friends from those days. We had a 'Butter and Jam Club' that often used to go for breakfast together,

and it still exists today: eight women who meet up regularly to share their ups and downs, and every two years we go on a city break together.

**But after your training, you didn't hang around here for long.**

I worked for a short time in the Export department to earn some money. Then I fulfilled my dream of travelling. The time I spent in the south of France and Australia was fantastic! After coming back, I found an office job in Oensingen. One day, the head of advertising at JURA phoned me up and said he had a job for me. He needed me to come back otherwise he'd have to hire 'some awful woman'.

**Your return came during a period of restructuring, when the focus was increasingly on automatic coffee machines and marketing was made much more professional. What was your experience of that?**

You could sense the breath of fresh air Emanuel Probst brought to the business. It was a completely different, new company. I was able to contribute to a lot of projects – including the staff Summer Games, for example. The highlight, without any doubt, was the launch of the IMPRESSA 500. It was a very intense time. We had a lot of work, but a lot of fun too.

**Where did you apply your expertise after that?**

I came across a job ad from a company that wanted to build up its marketing department and was looking for an assistant to the head of department, who was a woman. I liked the idea of that. I thought, 'Yes, I'd like to have a female boss.' As a two-woman team we set about expanding the marketing department at Ringier Print. At the same time, I was studying to qualify as a marketing planner. I was completely in my element, able to organize events and play a very active role.

**And then you started a family?**

It wasn't an easy decision for me. I really wanted to carry on working. I go mad if I don't have some kind of structure in my life or a professional challenge. At first, it worked out well. Then at some point, it got too much

to cope with all the commuting, childcare, job, family and home. With a heavy heart, I resigned. It was tough to say goodbye. I'm not good at letting go of people.

**I can't really imagine you as a dutiful housewife.**

Nor can I! So it was very opportune that fitneXX in Oensingen needed someone to work in their office and approached me. I knew the company, I'd been a customer since they started up – using the gym and going to aerobics there. Later, I also started teaching there as an instructor.

**I can see that you keep yourself in shape. Well done! Did you always feel the need to exercise?**

Yes! I don't feel right if I can't burn off all my energy. I love sports. On the morning before our oldest child was born, I worked out, and I was back in the gym two weeks later.

**How many children have you got?**

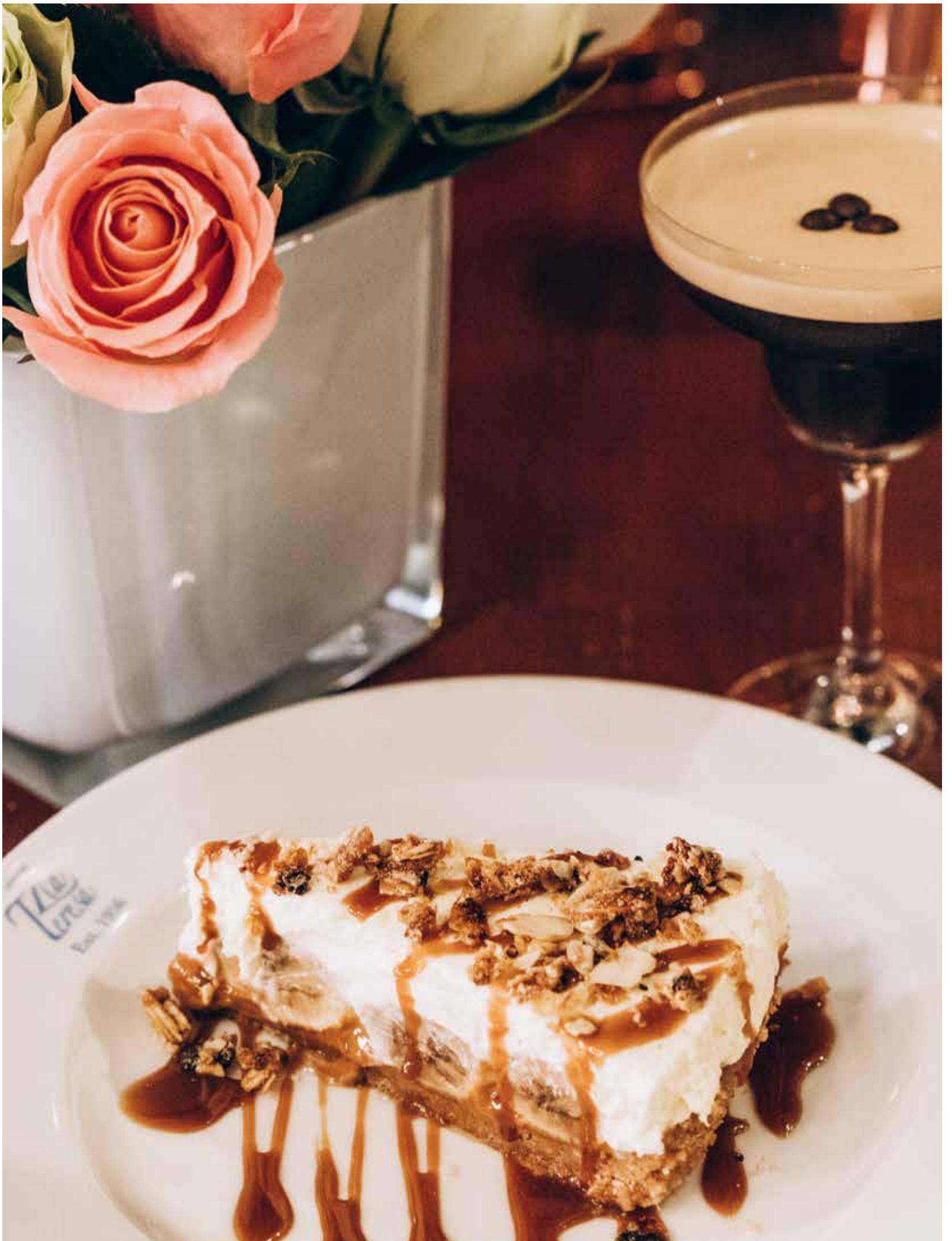
Three. They're fourteen, twelve and nine. The eldest is currently looking for a suitable apprenticeship. He even did a commercial taster course at JURA. Naturally, he travelled to Niederbuchsiten on his bike – so the circle is complete.

**These days you're a real superwoman, combining your job with the cantonal authorities, your commitment with fitneXX, your family, hobbies and friends. Respect! Do you ever still feel the urge to travel that you had when you were young?**

Now we have family holidays on Tuscany. I love them. It's a fabulous region. And I always prefer country life to the town. I'm happy.

**Yes, that's precisely the well-balanced impression you convey. Alexandra, it was a pleasure to indulge in some reminiscences with you and to learn a little about the different stages in your life. I wish you and your family all the best and look forward to meeting up with you again over a coffee. I hope you can find the time...**

korn



# Banoffee Pie

(serves 10)

## Ingredients

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(for a springform cake tin with a diameter of 28 cm)

- 400 g digestive biscuits • 100 g melted butter
- Cinnamon • 400 g dulce de leche from a jar or tin
- 10 medium-sized bananas • 500 ml whipped cream • 125 g icing sugar
- Caramel sauce • Chopped dried fruit

## Preparation

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Crush the digestives and mix with the melted butter. Spread the mixture on the base of a springform cake tin and press down well. Pour the condensed milk evenly on top. Finally, place the peeled bananas whole on the base of the pie. Next, mix the whipped cream with the icing sugar and spread over the bananas. Top with caramel sauce and chopped dried fruit. Chill in the fridge for 12 hours. Enjoy.

This typically English dessert can be sampled at the Zia Teresa Restaurant in London ([www.ziateresa.co.uk](http://www.ziateresa.co.uk)).



# Royal Peppermint

## Ingredients

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- 40 ml espresso
- 1 tbs milk foam
- 1 chocolate mint
- A little gold leaf

## Preparation

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Place the chocolate mint (After Eight, for example) in an espresso glass. Prepare an espresso macchiato directly in the glass. Alternatively, you can prepare the espresso in a glass with the chocolate, make your milk foam in a separate container and place 1 tbs of the froth on the espresso. For an unmistakably royal touch, top the froth with a tiny piece of gold leaf. Cheers!

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