

# CoffeeBreak

THE MAGAZINE FOR FRESH COFFEE ENJOYMENT FROM JURA - 02/2015



## OUT OF THIS WORLD

Spot on target:  
the new campaign with  
Roger Federer

## A WORLD FIRST: P.E.P.®

Innovative technology  
revolutionizes coffee enjoyment  
and wows coffee lovers

## MY MOSCOW

Discovering a city of stark  
contrasts with Larisa Karp  
and Axel Hartenstein

*jura*®

Coffee pleasure –  
freshly ground,  
not capsuled.

**Roger Federer**  
Inspirational role model,  
world record holder of  
Grand Slam wins, greatest  
tennis player of all time –  
and coffee lover.



**The perfect espresso thanks to P.E.P.®.** The E8 from JURA wows even the most discerning coffee lovers like Roger Federer with its choice of coffees. The one-touch automatic coffee machine prepares twelve different specialities to professional barista standard. To create the perfect ristretto and espresso, it features a world first: the Pulse Extraction Process (P.E.P.®). A TFT display makes operation intuitive and convenient. All elements are easily accessible from the front, while the Intelligent Water System (I.W.S.®) detects the filter automatically. JURA – If you love coffee.

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# CoffeeTalk

JURA has been working with Roger Federer as a brand ambassador since 2006. On 23 October the world premiere of the latest TV commercial (the third in the series) was presented at Niederbuchsiten, with 'King Roger' in attendance. At the same time, the Roger Federer Walk of Fame, the only one of its kind in the world, was reopened after its recent makeover. It was the perfect time for Emanuel Probst to meet up with the tennis expert and Federer connoisseur Bernhard Schär at the JURAworld of Coffee to chat about the phenomenon that is Roger Federer.

**Emanuel Probst:** No matter where Roger Federer appears in the world, he always sparks a wave of enthusiasm and is greeted by admiring fans and given standing ovations. He's a role model and an inspiration to countless people. How do you explain his amazing popularity?

**Bernhard Schär:** To answer this question you first have to understand the level that Roger Federer is operating at, namely the very highest of course. He's a legend – an icon in the same way that Muhammed Ali was. This is a dimension we're not used to dealing with in Switzerland. He was the absolute, unchallenged number one in world tennis for years. He's been World Sportsman of the Year four times – something no one else has achieved. Then there's his open, natural, friendly way of relating to people. Despite his success he's never lost touch with the real world, he's kept both feet on the ground and always been 'one of us'. He's just as comfortable talking to ordinary people on the street as he is with royalty. People can sense that, they appreciate it. And they love him for it, all over the

world. I am sure that as his partner, JURA can also benefit from this 'Federer effect'.

**Emanuel Probst:** Without doubt. Roger is an excellent communicator with a fine feel for other people. In 2016 we will be celebrating the tenth anniversary of our partnership. That's a long time in business, and it testifies to our stability, sustainability and loyalty. At the start of our partnership our brand was not well known in many countries, if at all. As our ambassador, Roger has opened doors for us because he is credible and genuine. People know that Federer will only work with a brand that he can identify with unconditionally.

**Bernhard Schär:** Precisely. Roger has style, elegance, exclusivity and class. That's what he stands for, but he also represents Switzerland, Swiss virtues, hard work. And these are precisely the values that JURA also shares. The Walk of Fame in the JURAworld of Coffee is a shining example of the excellent nature of your collaboration. You pay homage to the maestro and he entrusts you with genuine trophies he has won during his illustrious career – imagine that! It's a powerful expression of trust and appreciation on both sides.

**Emanuel Probst:** That's how we feel too, and I'm sure it's a feeling that visitors to the Walk of Fame will share with us. The other striking thing is the consistency with which Federer has dominated world tennis, pretty much across three generations of players. As a brand we could learn a lot from him, because we'd also like to lead the way globally in our area of business and keep inspiring our customers with new innovations.

**Bernhard Schär:** That is achieved with focus, self-discipline, mental fortitude, inner fire and an indomitable sense of enjoyment in what you do. With JURA, everything is about experiencing pleasure, from the design to the coffee in the cup. That's a fantastic starting position!

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Technopark Director Larisa Karp and  
Managing Director of JURA Russia Axel Hartenstein  
exclusively present for CoffeeBreak:



# MY MOSCOW

The voice of the pilot on our Aeroflot flight purrs softly through the loudspeakers: 'Ready for take-off.' And we certainly are. We've got a touch of the butterflies. This is, after all, our very first trip to Moscow. And we have all the usual baggage. A bunch of long outdated clichés and the image of a city as it appears in classical literature and vintage movies. Larisa and Axel had warned us: 'Leave your prejudices at home!' And they were right. Even during our final descent to Sheremetyevo, one of Moscow's three airports, the skyline that revealed itself beneath the layer of cloud was dominated by the steel-and-glass buildings of a cosmopolitan conurbation with twelve million inhabitants.







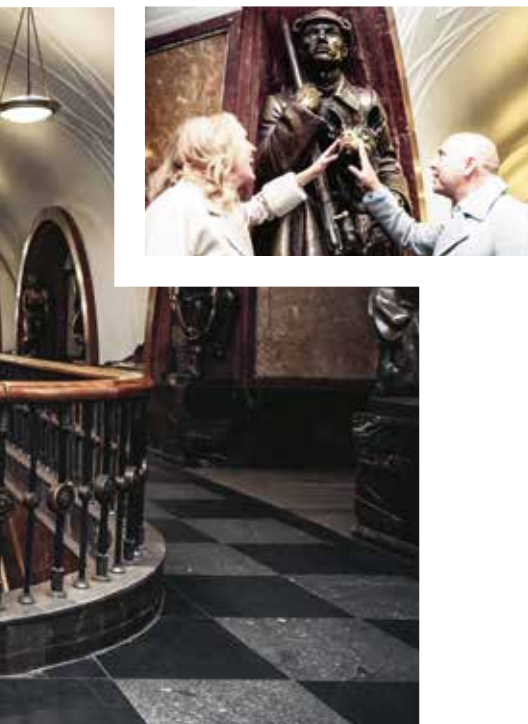




'The **Radisson Royal** is a must-see' was right at the top of the list of tips we'd received from Larisa Karp and Axel Hartenstein. The Director of the Technopark and the Managing Director of JURA Russia had offered to show us around Moscow. 'Best address', confirmed our driver respectfully in his broken English. 'Once called "**Ukraina**". Belong "Seven Sisters", one of seven identical architectural monuments from time of Stalin,' he explains, clearly au fait with the city history. His driving style in the dense traffic soon has our blood pressure shooting upwards. 'There is wonderful view of President's palace.' And for some reason he insists on turning towards us. We learn that he once used to ferry Soviet apparatchiks around before glasnost and perestroika turned him into a taxi driver. His claim 'Never had accident' is less reassuring than his declaration 'We here!'





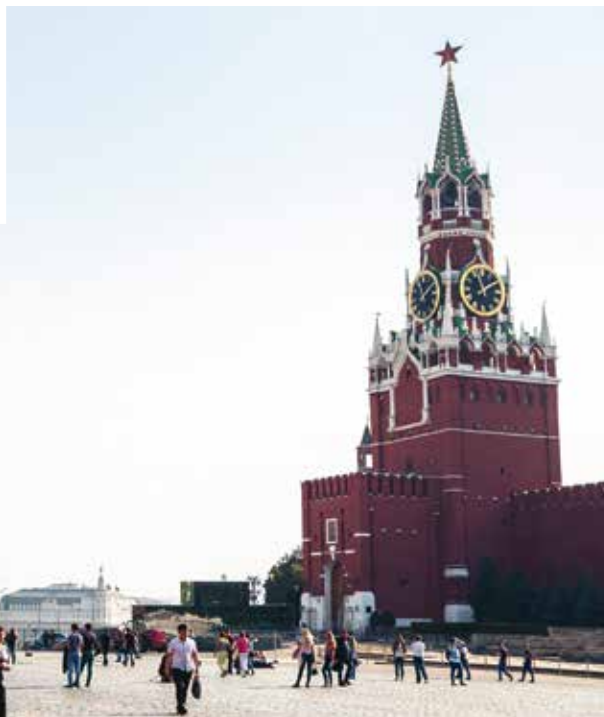


‘Добро пожаловать в Москву!’ We hear Larisa’s voice singing through the lobby when she comes to pick us up next morning. ‘Welcome to Moscow,’ says Axel, translating, and greets us warmly. ‘But let’s get going. The **Bolshoi Theatre** is waiting.’ But before we can even get our heads round the associations with Nureyev and Baryshnikov, we’re off towards the **Metro**. ‘Did you know that the Moscow Metro has the deepest tunnels and stations in the world?’ asks Axel, testing our tourist knowledge. If we didn’t before, we know now. ‘And they’re the most beautiful you can imagine,’ adds Larisa. Right she is. The ‘Big Theatre’, as its name translates, looms up impressively in front of us as we climb the steps from the underworld up into the warm light of this wonderful, sunny autumn morning. Built and opened in 1776 under Prince Peter Urussov, the Bolshoi has fascinated generations both as an edifice in its own right and for its legendary theatrical, operatic and ballet productions. The latter helped to make it world-famous. Grinning mischievously, Larisa reaches into her handbag and magically produces two tickets: ‘Tomorrow evening you’ll be off to see “Eugene Onegin”.’ Wow: Tchaikovsky. Now we are thrilled!





By this point, we are virtually floating, as we walk on past other architectural masterpieces in the direction of **Red Square**. When we arrive, the gigantic edifice before us takes our breath away. 'That's the **GUM**,' explains Axel, 'It's not only a legend but also the biggest department store in Europe.' Larisa's eyes gleam: 'It's a shopper's paradise! There are 200 different stores on an area covering 75,000 square metres.' We enter and look for a table at Larisa's favourite café, the '**Bosco**'. From there, the view takes in Red Square and leads your eyes to the **Basilius Cathedral**. Looking for all the world as if a confectioner had lovingly squeezed it into place at the edge of the square with his piping bag, the mid-16th-century building radiates an almost mystical attraction.







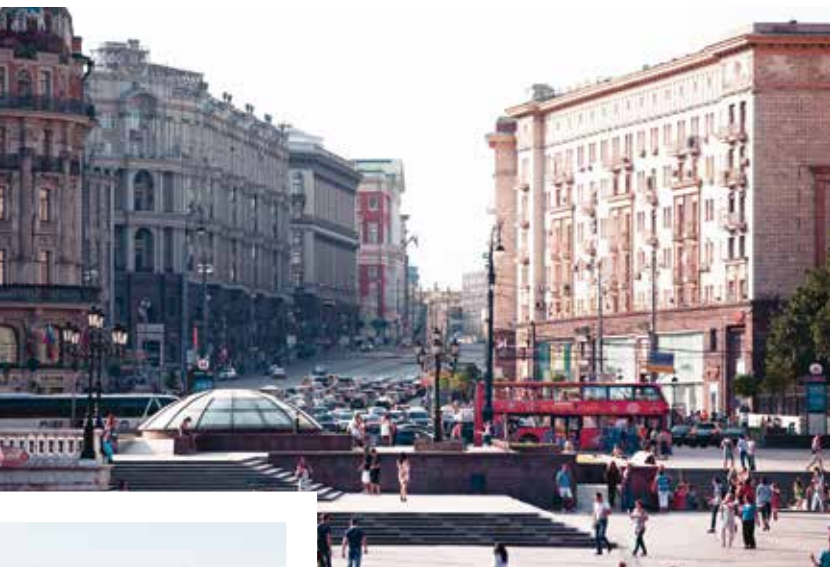
Axel indicates that we should be on our way. 'Time for some sightseeing,' he says. 'The most romantic way to discover the sights of Moscow is to take a **river cruise on the Moskva**,' says Larisa, heading directly for the jetty. As if on an island, far removed from all the noise, hustle and bustle and traffic, we glide gracefully past the historic backdrop. Passing the banks of the Muzeon Art Park, we cannot help but smile as the **statue of Peter the Great** waves to us and the captain of our ship snaps to attention in salute. Probably the sailor in him, we think, because the Tsar is depicted as the proud captain of a sailing boat.



Parallel to the Moskva, historic Moscow gradually metamorphoses into a hyper-modern city. When we finally dock, we have the sensation of being in a different city from a different time. Futuristic-looking buildings rise high up into the clouds. Larisa and Axel invite us for lunch at the 'Chaika'. With all that is finest in Russian cuisine, we also feast our eyes on a **skyline** that inevitably reminds you of Dubai, Shanghai or any other booming metropolis. 'This is the beating heart of Moscow's economy,' explains Axel, as Larisa adds, not without a hint of pride: 'And it's also the location of **JURA Russia's head offices**.'







Suitably fortified, we get into a taxi. Almost as if on autopilot, the driver weaves his way skilfully through the city's main arteries to **Pushkin Square**. At its centre, surveying the scene, is a statue cast in bronze of the great man of letters himself. Before us lies Tverskaya Boulevard, an amazingly beautiful shopping district that is ideal for strolling and contains countless stores tempting us to enter in. 'Let's go and have tea, traditional style,' suggests Larisa. 'The best place is right here, at the **Pushkin Café**.' Who could turn down an offer like that? In the elegant ambience of the chic interior, we experience

close-up a relatively new mega trend that is sweeping Russia: coffee. Both young and old clearly love every possible kind of speciality. 'Russia's definitely discovered a taste for coffee,' opines Axel Hartenstein. 'Not just in cafés, but at home too. Everyone's getting into the coffee culture.' With some conviction, Larisa Karp adds: 'This is a fantastic country and it holds an incredible amount of potential for us and our automatic machines.' Axel sticks out his neck and makes a prediction: 'I reckon that a few years from now, the Russian market will be of JURA's top five.'



We are impressed. 'Do you like Russian fashion?' asks Larisa. We nod, although the only name that occurs spontaneously is that of Slava Seizew and her forbidding uniform-style couture. There's just a touch of sarcasm in Larisa's laugh. So we follow her across **Tverskay Street** towards **Petrovka Street**. The pavement is lined with the boutiques of young, up-and-coming designers as well as those of established Russian fashion names. The collections range from the colourful and off-the-wall to the purist and austere, and are not in the slightest way inferior to the models provided by Paris, Milan, New York or Berlin. In the hip Denis Simachev Bar, we catch a quick vodka to set us up for the last part of the day.







First of all, we head for **Gorky Park**, which until now we have known only from spy novels. ‘That’s hardly surprising,’ says Axel, understanding our lack of comprehension. ‘Back at the time of the Cold War, it was a hot spot for the intelligence services of both East and West, who would meet there to exchange secrets and engage in their work of espionage.’ ‘And today?’ we ask, conspicuously looking around inconspicuously for hidden cameras and other suspect objects. ‘People come here today to escape the hustle and bustle of the city for a bit,’ says Larisa, and continues, ‘or they stroll through the park on their way to the **Tretyakov Gallery**. And this is where we have the chance to admire both classical and contemporary works of art before Larisa and Axel take us to the **Ritz Carlton**. On the terrace of the **O2 Lounge**, we come down from all the excitement over a cup of coffee, naturally prepared with a JURA automatic machine. Almost reverentially, we take in the Kremlin and the sinking sun, which bathes the whole of Moscow in a warm, orange glow. A successful day’s work done, it slowly slips behind the buildings and sinks below the horizon.

An intensive day for us is also coming to a close. But to crown it, Larisa and Axel have another hot tip up their sleeves: the **White Rabbit**. On the top floor of what used to be office space for oligarchs, we indulge in the exquisite cuisine and are intoxicated merely by the choice of select vintages. Outside, night has fallen. We watch the lights of the cars moving through the endless grid of streets, turning off at squares and disappearing into driveways, the lights and illuminated signs of the businesses, bars and restaurants. Seen from up here, they are a symbiotic whole, a complex organism through which life pulses, lusting after more life, 24 hours a day, 365 days a year.

Many thanks, Larisa and Axel. Even now, we know that we will hold long and fond memories of this fascinating metropolis. Memories that are all, without exception, from Moscow with love. [kom](#)

## LARISA'S AND AXEL'S MOSCOW

**Radisson Royal**  
Kutuzovsky Prospect  
[www.radisson.com](http://www.radisson.com)

**Bolshoi Theatre**  
Theatre Square 1  
[www.bolshoi.ru](http://www.bolshoi.ru)

**GUM**  
Red Square 3  
[www.gum.ru](http://www.gum.ru)

**Bosco Café**  
Red Square 3  
[www.bosco.ru](http://www.bosco.ru)

**Chaika**  
Krasnopresnensky Quay 12  
(opposite World Trade Center)  
[www.restoran-chaika.ru](http://www.restoran-chaika.ru)

**Pushkin Café**  
Tverskay Boulevard 26a  
[www.cafe-pushkin.ru](http://www.cafe-pushkin.ru)

**Denis Simachev**  
Stoleshnikov Lane, 12/2  
[www.denissimachev.com](http://www.denissimachev.com)

**Gorky Park**  
Krimsky Val, 9  
[www.park-gorkogo.com](http://www.park-gorkogo.com)

**Tretyakov Gallery**  
Lavrushinsky Lane 10  
[www.tretyakovgallery.ru](http://www.tretyakovgallery.ru)

**O2 Lounge**  
The Ritz-Carlton  
Tverskaya Street 3  
[www.ritzcarlton.com](http://www.ritzcarlton.com)

**White Rabbit**  
Smolenskaya Square 3  
[www.whiterabbitmoscow.ru](http://www.whiterabbitmoscow.ru)







‘We’re going  
back to  
pile dwelling.’

For 45 years, construction engineer Heinz Katzenstein has overseen conversions and new builds at JURA. A man with a passion for his job, he talks to us here about his not entirely conventional everyday life.



'Switzerland's most beautiful baroque city' is the grandiose declaration spelled out in large letters on a tourist poster at the entry to Solothurn. Indeed, if you enter the town via the Basel Gate, with the monumental Cathedral of St. Ursus on your left and the idyllic garden in which Casanova is said to have seduced a lady-in-waiting to your right, you will be confronted full on with the breathtaking vista of pure Baroque façades. Heinz Katzenstein is an engineer with a passion. Here, in 1977, just a stone's throw away from the city's main landmark, he founded his structural and civil engineering company. Throughout his entire professional career, he has repeatedly had contact with JURA because some of the 3300 projects that he and his employees have completed took shape in Niederbuchsiten.

But let us return to the early 1970s. Back then, Heinz Katzenstein had a day job with the Bernasconi/Schubiger/Beer engineering company. In the evenings and at weekends, the ambitious young man attended the Polytechnic in Bern. His aim: to become a graduate engineer. He was in the middle of his final exams when his boss entrusted him with his first big job: 'JURA wants to build a new warehouse. You take care of it' What followed was the entire planning for a building inaugurated on 3 June 1972 by the then 70-year-old company founder. His breast swelling with pride, and to the accompaniment of the company's own orchestra, he declared the premises operational with a public open day. Katzenstein's Opus 1 went down in the annals as a success. Forty years later, the same engineer will oversee the demolition of his first achievement and then the construction of a new hall on the foundation slab of back then. But more of that later.





*‘Architects design buildings. Our job is to make sure they don’t fall down.’*

Heinz Katzenstein strolls through Solothurn. His expertise can be seen in more than just the new builds. ‘Over the years, I reckon I must have carried out conversions on almost half of the old town houses,’ he explains. If you take a stroll through the well-maintained cobbled streets and winding lanes of the canton’s main city, testimonies to his claim stand everywhere. And in this case, ‘stand’ can be taken in its literal sense, because it didn’t always go without saying. For some of the ideas dreamt up by architects were not always easy to realize. Katzenstein enjoys getting in a friendly, professional dig at some of the ‘wild, young things’. ‘Architects may design buildings, but we construction engineers make sure they don’t fall down,’ he says slyly, a glint of mischief in his eyes.

But joking apart: ‘We carry a lot of responsibility, and we’re fully aware of that,’ he adds in all seriousness. As an example, he mentions one factory building in particular. During its construction, he decided to trust his instinct more than dry figures and maximum tolerances. ‘One half of the hall had an intermediate floor. We decided not to use the prescribed through-cut reinforcement and instead went for a stronger one. After about a year, there was a major fire in the building. Thousands of plastic containers went up in flames. The heat developed by the fire was incredible. But when the inferno had been extinguished and I looked at the ruins, something caught my eye: hanging from the ceiling, at precisely the point where the fire-fighters had been working to staunch the blaze, were melted iron reinforcement rods, looking like stalactites in a drip stone cave.

But the cut-through reinforcement had withstood the heat. The intermediate floor had held and had not buried the fire-fighters beneath it.’ The construction engineer as a guardian angel? ‘I wouldn’t go that far, but perhaps our precautions really did save lives. Who knows...?’

*‘When I do a job, I like to do it properly.  
That’s why I never went into politics.’*

Heinz Katzenstein is a bit like a doctor: he knows the inner secrets behind the grand façades of Solothurn’s buildings like a practitioner knows his patients’ organs and skeletons. So whether it’s the staircase mountings in the cathedral bell tower, load-bearing elements in the nave, the regional bank looking over the lane, the youth hostel on the River Aare, a splendid patrician house or an office block, he knows them all. And, it seems, everyone in Solothurn knows him. They greet him and engage him in conversation wherever he goes. Anyone so well established in his home town has all it takes to make a career in politics. Katzenstein wanted none of it. ‘When I do a job, I like to do it properly. That’s why I never went into politics.’

After a glance at his watch, he quickens his pace. He’s due to pay a visit to a building site just outside the city. It is a short drive. He uses it to make a call to his office. Getting out of the car, pulling on a luminous vest and donning a safety helmet: it all happens in one fluid movement. The result of years of routine. A gigantic machine is slowly screwing hollow tubes into the ground. ‘Piles,’ explains the engineer. ‘The tubes will later be filled with concrete. Today, there are virtually no foundations left that are stable by nature. And that is the reason so many new builds stand on piles. Poor-quality building plots are forcing us to build on stilts again,’ he laughs. Compared with those of our ancestors, the techniques have changed massively. ‘The brute force of pile-driving is giving way to vibration-free pile drilling,’ explains the expert. A quick trip of the site, a conversation with the manager to coordinate things, and off we go.

While other 70-year-olds are enjoying their retirement, Katzenstein shows no signs of letting up. His alarm clock goes off at five and he’s at the office by six. On an average day he’ll work 12 to 13 hours, half of that on building sites. As he says, it’s this combination of intellectual challenge at his desk with the practical work involved on building sites that continues to fascinate him to this day. An out-and-out achiever, he loves to see things take shape. Preferably beautiful things. And it comes as no surprise to learn that he and his wife find their escape from everyday life in natural surroundings. On the Weissenstein, for example, the hill overlooking Solothurn. ‘I’m a sponsor of one of the gondolas on the new cableway,’ he says. ‘Forty-five: that’s my vintage...’





## *'Here we've got tensile forces of 200 tons.'*

With that, it's back to JURA. Over the years, clients have contacted Heinz Katzenstein whenever they want a conversion or extension. 'At the end of 2010, my contact person at JURA gave me a call to say that they were planning a conversion for the 40-year-old warehouse. When I saw the plans drawn up by Manuel Candio, the architect, I was over the moon. The last thing we were talking about was a conversion. Hall III was beginning to show its age and was due for demolition. In its place was to be a modern new build: the Global Support Center.' After a construction period lasting just ten months, Hall III was completed in spring 2012. It houses worldwide spare parts logistics, the POS and Fairs section, the irons and household appliances service department and the Professional Competence Center. Heinz Katzenstein climbs through a small skylight onto the roof. 'This free-floating canopy roof brings all the disciplines together: architecture, engineering, and building. The roof is perfectly straight, despite the fact that the foremost corner is subject to tensile forces of 200 tons.' There is no doubt that the new Hall III is a genuine hallmark. For Katzenstein, it also expresses a way of thinking: 'I see JURA as being extremely design-oriented. The enormous importance the company attaches to architecture, aesthetics and the choice of materials is living proof.'

The latest project JURA has tackled with Manuel Candio, a Zurich architect with roots in Solothurn, and Heinz Katzenstein's company is the conversion of the top floor of Hall I, an industrial building completed in 1954. Here, Katzenstein and his team are taking care not only of all the static issues but also management of the building and budget control. 'We offer everything except the aesthetics of the shell and the interior design,' is how Katzenstein describes his services. He is sitting on a sofa in the employees' relaxation area and allows his eyes to wander from the long, glazed façade through the glass walls and into the spacious central corridor. 'A fantastic result!' Working with architect Manuel Candio was inspiring, says Katzenstein. 'He has captured



the soul of this wonderful 50s-style building and given it a modern twist. I'm pretty sure it's the most beautiful industrial building between Zurich and Bern.' Heinz Katzenstein takes the time for a quick espresso. Then he's off. Westward. Into the setting sun and the end of the working day.

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# ‘Out of this world!’

In JURA's latest TV commercial, Roger Federer dreams he is an astronaut in outer space and comes to the conclusion that life is much more attractive back on Earth. It's the only place you'll find speciality coffees – freshly ground, not capsuled.









Brainstorming: Ralph Halder (left) heads up the creative meeting where ideas are thrown in and take concrete shape. Pictured right: senior copywriter Albert Matzinger.

*‘It’s not every day you have the privilege of working with an international star like Roger Federer and a premium brand like JURA.’*

October 2014. The trees are mantled in autumnal colours and Zurich is bathed in a warm, golden light. The glass front of the meeting room on the fourth floor of the impressive 1940s building opposite the train station affords a view across the Seefeld district of the city and of the lake basin, which on this mild morning is a magnetic attraction for locals and tourists alike. The creatives at Publicis diligently take notes as their visitors from JURA talk about a communication campaign they want to launch in a year’s time. The core message has already been defined: “‘Freshly ground, not capsuled”. You captured the idea in a nutshell with this headline in the last film,’ says JURA boss Emanuel Probst admiringly. ‘Now the story around it has to be delivered in a way that’s new and surprising. It needs to be fresh and smart, with just a touch of irony.’ OK, mission understood.





Mood boards: suggestions are made visible to give us an idea of context and tonality.



Final artwork: head of the creative department Halder discusses the final details with designer Jonas Hartmann (pictured left) and art director Jürg Ernst (pictured right).

Lena Jaggi is the Brand Director and acts as the link between the client and the various departments at the agency. Her summary of the discussion serves as a briefing for the creative process. What comes next involves plenty of hard graft and mental effort. Executive Creative Director Ralph Halder gets several teams to work on ideas. The objective is clear: 'The new campaign has to hit home and be inspiring. It needs to have a real wow effect.' His teams are fired up with enthusiasm, and at the same time they are aware of the immense responsibility they bear. As Halder puts it, 'It's not every day you have the privilege of working with a world star like Roger Federer and a premium brand like JURA. This is a question of relevance. It means that both the storyline and its realization have to be spot on, down to the last detail.'

Days go past. The street outside is littered with fallen leaves. Inside, the waste-paper basket is filling up with discarded ideas. Lena Jaggi organizes internal meetings and an interim discussion with JURA to help steer things in the right direction. Storyboards are drawn up, with sketches of the shots planned. Simultaneously, ideas for the print advertising campaign are being firmed up. Finally, decision day is upon us, and it is time for the big presentation. Will the customer like the idea? Will it win them over? What will Roger Federer think of it? 'On days like this we all feel like actors just before a premiere. We know that we've done our homework, we believe in the concept, and we've put our heart and soul into it so we're extremely excited to see how it will go down,' confesses Ralph Halder. Even after 30 years in the business, the advertising veteran still experiences a kind of stage fright. 'Fantastic! That's just the way we want it!' comes the explosive outburst from Emanuel Probst after the presentation. Relief all round. And what about Roger Federer? He is also impressed by the story and the idea of going into space for JURA.





*‘The shoots make a nice change from training and competition.’*

Scene change: weeks of meticulous planning have gone into finding a director and production company for the film, and a photographer has been hired to do the portrait photoshoot. Now, on 28 March 2015, they are all busy at a film studio on the outskirts of Zurich. Almost 50 specialists are gathered on set. Many diverse disciplines come together like the cogs in a precision machine to work on the commercial. It’s a complex task, with technology otherwise designed for monumental science fiction productions in Hollywood being used to allow Federer the astronaut to move around weightlessly in the spaceship scenes.

A white 4x4 pulls up. From it emerges Roger Federer, on brilliant form and perfectly down-to-earth. ‘I love filming like this’ he confides. ‘It makes a nice change from training and competition.’ A little later he appears in a tailor-made space suit. Concentration levels are high. The director, Marc Schölermann, takes the ‘astronaut’ through the shooting schedule and the various shots, one by one. Then it’s time for the real thing. ‘Roll sound!’ – ‘Check.’ – ‘Roll camera!’ – ‘Check.’ – ‘And ... go!’ (Schölermann dispenses with clichés and actually declines to shout ‘Action’.) The people from JURA and Publicis follow the proceedings on a monitor in the background. The team operates with great efficiency and works through the ambitious schedule. By the evening all the scenes are in the can or saved on a data carrier at least. Now it’s all change for the portrait shots. Roger Federer poses for photographer Philipp Jekers, showing no signs of strain after the tiring hours of ‘weightlessness’. An exciting but draining day is drawing to a close. In the dressing room Roger Federer returns to being a normal person again while studio staff work flat out to strike the set. Federer finds a moment for a couple of private conversations and signs a few autographs, and then it’s time to say goodbye.

16 October 2015. At 9.42 a Facebook post by Roger Federer sparks some wild rumours. ‘READY FOR A NEW CHALLENGE’ he writes, and posts a photo of himself in a futuristic suit with an astronaut’s helmet. The story is quickly picked up by the media and new speculation emerges on a regular basis until at last the veil is lifted on the new commercial at the JURA Staff Event on 23 October. When asked by the presenter Bernhard Schär what all the space travel stories were about, Roger Federer counters with a mischievous grin: ‘I really did go into space.’ Schär probes further, asking what it was like. ‘Not bad, actually,’ Federer states. ‘But I wouldn’t have wanted to stay, as the speciality coffees I love are only available on Earth – freshly ground, not capsuled.’ What comes next is the world premiere of the new TV commercial, which is met with resounding applause from enthusiastic JURA employees. It also becomes clear that the media fuss that preceded it was a targeted action orchestrated for JURA by PR professionals. And so the circle is complete: Ralph Halder and Lena Jaggi from Publicis, and Emanuel Probst with his crew are ecstatic about the enthusiastic response from the guests at the premiere. And one employee puts her impression of Roger Federer and the ad campaign in a nutshell: ‘Out of this world!’ kom



With his usual aplomb: Roger Federer discusses the kitchen scenes.



Totally weightless: Federer floats through the space station.



From top to bottom:

Flight commander: director Marc Schölermann gives instructions to the team.

A picture says more than a thousand words: photographer Philipp Jeker fully concentrated.


World premiere: Roger Federer at the first showing of the commercial in the JURAworld of Coffee.



# A perfect espresso with P.E.P.®

A new technology is revolutionizing our enjoyment of coffee: the clocked brewing made possible by the Pulse Extraction Process guarantees an optimum unfolding of flavour, even for short coffee specialities. But can you really taste the difference? We decided to put it to the test and gave coffee lovers visiting our product world at the JURAworld of Coffee a chance to sample it for themselves. 'Hello there. So how do you like espresso with P.E.P.®?'






*'The intensive aroma of the espresso is pleasant in the nose. And on the palate, the flavour lingers on and on.'*


Nathalie Schumacher



A portrait of a man with dark hair, smiling and holding a small glass of espresso. The background is a plain, light-colored wall.


*'The espresso has a delicate flavour, but is still strong, tasty and not at all bitter.'*

Murat Baran Öztürk

A portrait of a man with short, light-colored hair, smiling and holding a small glass of espresso. The background is a plain, light-colored wall.

*'The espresso tastes remarkably fresh. Somehow fresher than fresh. Very unexpected. It's almost as if the coffee had been ground in your mouth. It's certainly very moreish.'*

Yves Ingold

A portrait of a woman with short, reddish-brown hair, smiling and holding a small glass of espresso. She is wearing a pearl necklace and a ring. The background is a plain, light-colored wall.

*'This is a harmoniously rounded espresso with good, spicy notes and a lot of character.'*

Jeanette Läderach

*'This espresso is perfect for drinking black: it's light and aromatic and has a genuine coffee flavour.'*

Hedi Inniger



*'The espresso is full-bodied, strong and aromatic – a real pleasure to drink.'*

Claudia Zingg



*'The espresso tastes mild, but is intense and spicy. I normally take sugar with my espresso, but I can enjoy this one just black.'*

Frank Storz







*jura*

# JURA hits Zurich's Bahnhofstrasse

## JURA LIVE support for retailers at point of sale

Zurich's legendary Bahnhofstrasse has the same magical ring to its name as Fifth Avenue in New York, the Champs Elysées in Paris or Rodeo Drive in Beverly Hills. And one of the major stores at the heart of the city's main shopping district is the St. Annahof Coop. Spelled out in large letters on a generously sized display window is an announcement promising big things: 'Experience your first tablet-based JURA LIVE support session'. The event we have come to see on the second floor is a world-première. For some weeks now, next to the JURA product range, a tablet has been in operation with a direct connection to the JURA LIVE studios.

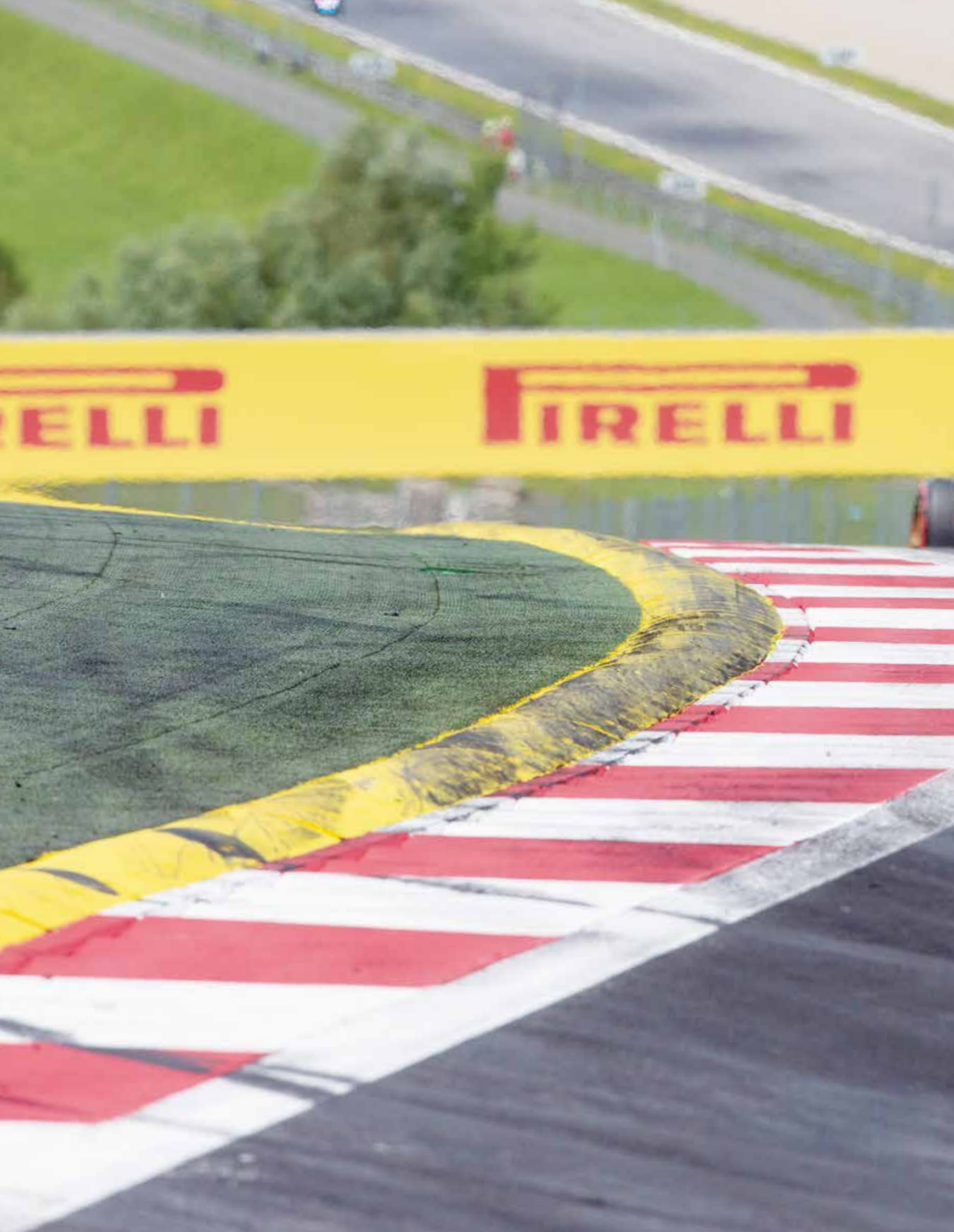
If a customer needs detailed advice or a demonstration of a specific product feature, a new sales instrument ensures that the consultancy team at the JURA LIVE studios is always on call. And it all happens at a touch of a button on the tablet. 'Here in the store, we have to provide information about a vast range of products. And with so many of them, we can't possibly know about every item down to the last detail. But the JURA LIVE consultancy team knows every machine inside out. Their valuable tips and detailed input are an enormous help to us when we are advising customers,' says Sladjana Mitrovic, a sales consultant at St. Annahof. When we ask whether people still have inhibitions about using this unprecedented technology, she replies: 'Of course, we were all a little hesitant at first. But as soon as we'd visited the JURA LIVE studio personally and got to know the consultancy team, we managed to get over any fears we might have had. For us, the tablet is a tremendous help. I'm over the moon about the fact that I now have an innovative, interactive way of providing customers with even more expert advice.'

Adrian Kühne, General Manager of JURA Sales, Switzerland, is satisfied with the launch and sees all kinds of exciting possibilities. 'Retailers with a LIVE tablet now have access to JURA professional consultancy whenever they are open. Our LIVE tablet should not be seen as a replacement for the physical presence of JURA's demonstration staff. It's designed to complement their efforts. For our sales people on the spot, it's an invaluable sales aid. Our next step is to extend our network of sales outlets in German-speaking Switzerland. There's a lot to look forward to.' acm



For questions requiring more information, Sladjana Mitrovic is happy to draw on the know-how of the JURA LIVE consultancy team.





IRELLI

IRELLI





FORMULA 1 AUSTRIAN GRAND PRIX 2015

# Spielberg

Action guaranteed

In an idyllic setting in the Austrian state of Styria, nestling among gentle hills and framed by rich forests and the surrounding mountain ranges, lies the picturesque little town of Spielberg. Yet the impression it gives of a remote place deep in slumber is misleading; not far from the carefully maintained residential streets lurks the Red Bull Ring, a venue for many top sporting and cultural events. It gives Spielberg a magical appeal to motor sports fans. Once a year, Prince Charming bestows a waking kiss on the town and the Formula 1 circus hauls into town.



'Good luck!' Emanuel Probst serves Felipe Nasr a double espresso before the start.



### *'We need fuel for our people, too.'*

Among the sounds of birdsong, the gentle babbling of the River Mur and the fresh wind chasing clouds can be heard the resonant drone of the heavy trucks rumbling in with the Grand Prix retinue, which includes the sole Swiss racing stable: the Sauber F1 team. The trucks are parked, trailers uncoupled, supporting legs extended, power cables as thick as your arm are connected, porches propped up and ropes lashed down. The crews are well rehearsed in their roles and have got every movement down to perfection. The scene is one of purposeful, bustling activity. Within hours, a veritable high-tech village has been established on the perimeter of the circuit. For the next few days, it will serve both as a home and as a workplace for the Formula 1 family.

'At this high level you can't leave anything to chance. We are here with 60 specialists. Everyone has a clearly defined job to do, and everything is planned down to the last detail, from the motorhome to the cars. And the catering too, of course,' says team manager Beat Zehnder, immediately providing some evidence of this. He opens the lid of a heavy case. Protected in a snug-fitting foam mantle is a JURA automatic machine, plus consumables. 'We need fuel for the people as well as for the cars,' says Zehnder with a broad smile.

Coffee culture is part of the Sauber F1 team tradition. Sauber's caterers have been putting their faith in automatic machines from JURA for nearly twenty years. JURA has been their official promotional partner since 2012. Demands on performance, usability and of course coffee quality are high. All-round solutions are required. These include the stationary equipment connected to mains water

at headquarters in Hinswil and high-capacity portable equipment for use at the circuit. All these needs are individually met by the various models of the Professional range and the selection of peripheral devices.

The days (and nights) before qualifying and the race itself involve hours of work. They take everything out of the drivers, mechanics and strategists. 'It's always a magical moment when the cars are tuned precisely to the track and weather conditions,' says Beat Zehnder. 'It's a fusion of engineering skill, technology, mechanics and experience with a great deal of feeling.' And a good feeling is what the two drivers are looking for on Saturday – despite the difficult conditions on the circuit. They tear up the track at an average speed of around 223 kilometres per hour. Felipe Nasr's fastest lap time for the 4.326 km circuit is just 1:09.713 minutes; team colleague Marcus Ericsson needs 1:10.426 minutes. Their times qualify the team for 9th



*‘Before the start  
a double espresso  
gives me the boost  
I need.’*



The team and their guest enjoy coffee specialities from a JURA automatic machine in the motorhome.

and 12th places, respectively. ‘The team has worked well and kept its concentration,’ concludes Nasr. ‘I’m sure we can be in the fight for points tomorrow.’ Team principal Moisha Kaltenborn is also optimistic: ‘The team has done well in qualification. Felipe and Marcus have put in good performances. It’s looking good for the race.’

Sunday comes, and by the early hours of the morning the pilgrimage has already begun, with motor racing fans converging on Styria from far and wide. Today the Mur valley highway is their St James Way, Spielberg is their Santiago de Compostela. There are some familiar faces among the fans: Emanuel Probst, Michael Lipburger and Axel Hartenstein from JURA are here to enjoy the exciting event with their partners from Russia. Monisha Kaltenborn welcomes the group in person, as their seats for the 71-lap race will not be in an ordinary stand but right in the epicentre of the action, in the Sauber motorhome.

Tension mounts as the final preparations get under way. The moment that the 300 specialists in the Sauber F1 team alone have worked towards is getting tangibly close. The team is fully concentrated and focussing on maximizing performance in every minute detail. Are there any particular rituals so close to the start? ‘Absolutely!’ says Felipe Nasr. ‘Before the start I always need a double espresso. It gives me the lift I need before I get into the cockpit.’ No sooner said than done. Today his coffee is brought out to him by someone special: JURA boss Emanuel Probst

himself. The two men, who both live and breathe motor racing, indulge in a little shop talk, and then it’s time.

The team and their partners follow every metre of the race intensely. Adrenalin levels soar with every overtaking manoeuvre, and the spectators press imaginary accelerator pedals to the floor and hit the brakes for every bend. Anyone privileged to experience Formula 1 this close is irresistibly gripped by the excitement the wild orchestra of powerful, screaming engines generates. At the same time, they cannot fail to be impressed by the precision and professionalism of all those doing their jobs here.

After an hour and a half, Nico Rosberg races over the finish line to take the chequered flag. Felipe Nasr is eleventh, and Marcus Ericsson comes in thirteenth. This weekend the Sauber team has failed to make it into the points-scoring positions – but let there be no talk of failure. To paraphrase the famous German football coach Sepp Herberger: ‘After the race is before the race...’ While the team analyses the race in detail and evaluates all the data, people in the catering area animatedly discuss everything they’ve seen and experienced – naturally over some full-flavoured speciality coffees. And everyone agrees: race day in Spielberg has produced some memorable action.

kom

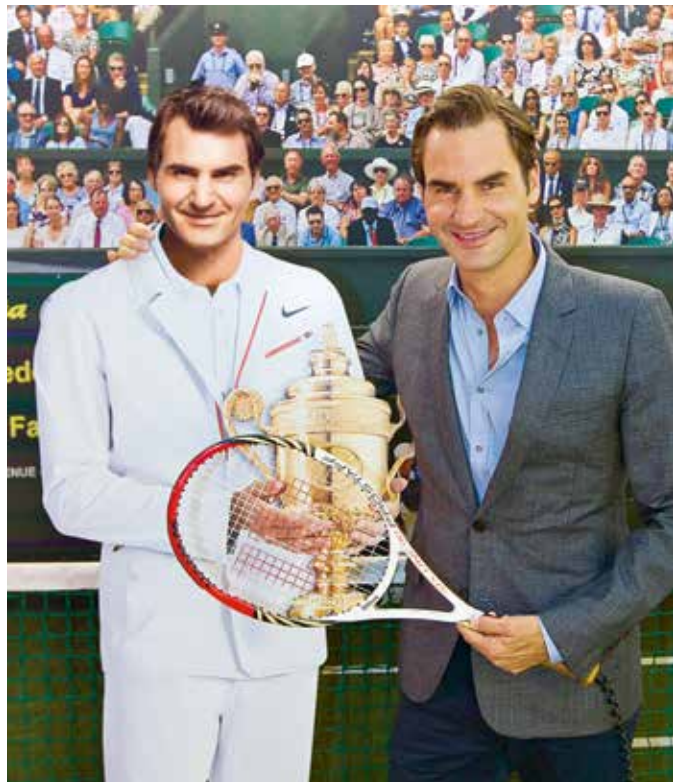
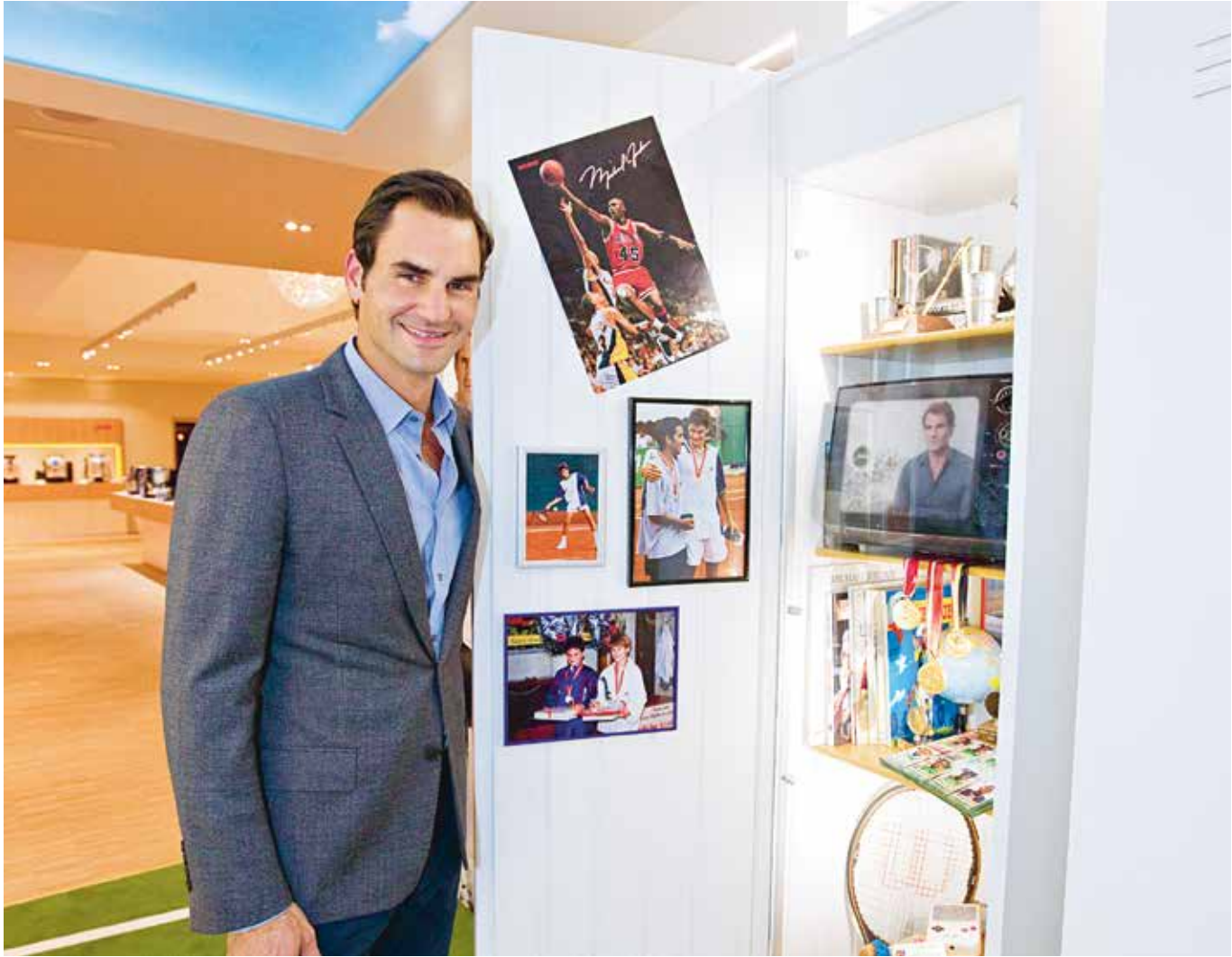


Team manager Beat Zehnder stays on the ball at work with a strong cup of coffee.



Every hundredth of a second counts: Pit stop for the Sauber team.







# The one and only Roger Federer Walk of Fame

On 23 October, in the presence of JURA employees and an illustrious bunch of media creatives, Roger Federer personally opened the world's first and only Roger Federer Walk of Fame, which had been recently redesigned. Accompanied by JURA boss Emanuel Probst, the tennis star cut the red ribbon in the JURAworld of Coffee, immersed himself in a few memories and chatted openly with sports presenter Bernhard Schär about his life.

In 2010, JURA created the Walk of Fame at the JURAworld of Coffee in honour of Roger Federer, who had been acting as its brand ambassador since 2006. Behind the exhibition, which has recently been revamped, lies an intriguing concept. Visitors have an opportunity to experience Roger Federer up close and to pay him a virtual visit in a place where access is usually strictly denied: in his dressing room. In an elegant Wimbledon ambience, four lockers house displays on the themes of his 'Younger Years', 'Greatest Triumphs', 'Values' and 'The Roger Federer Foundation'. With many original exhibits on show, fans and admirers are given a comprehensive view both of Federer the sportsman and Federer the person. Each themed area is rounded off with very personal statements that were specially produced for the Walk of Fame and are displayed here exclusively.

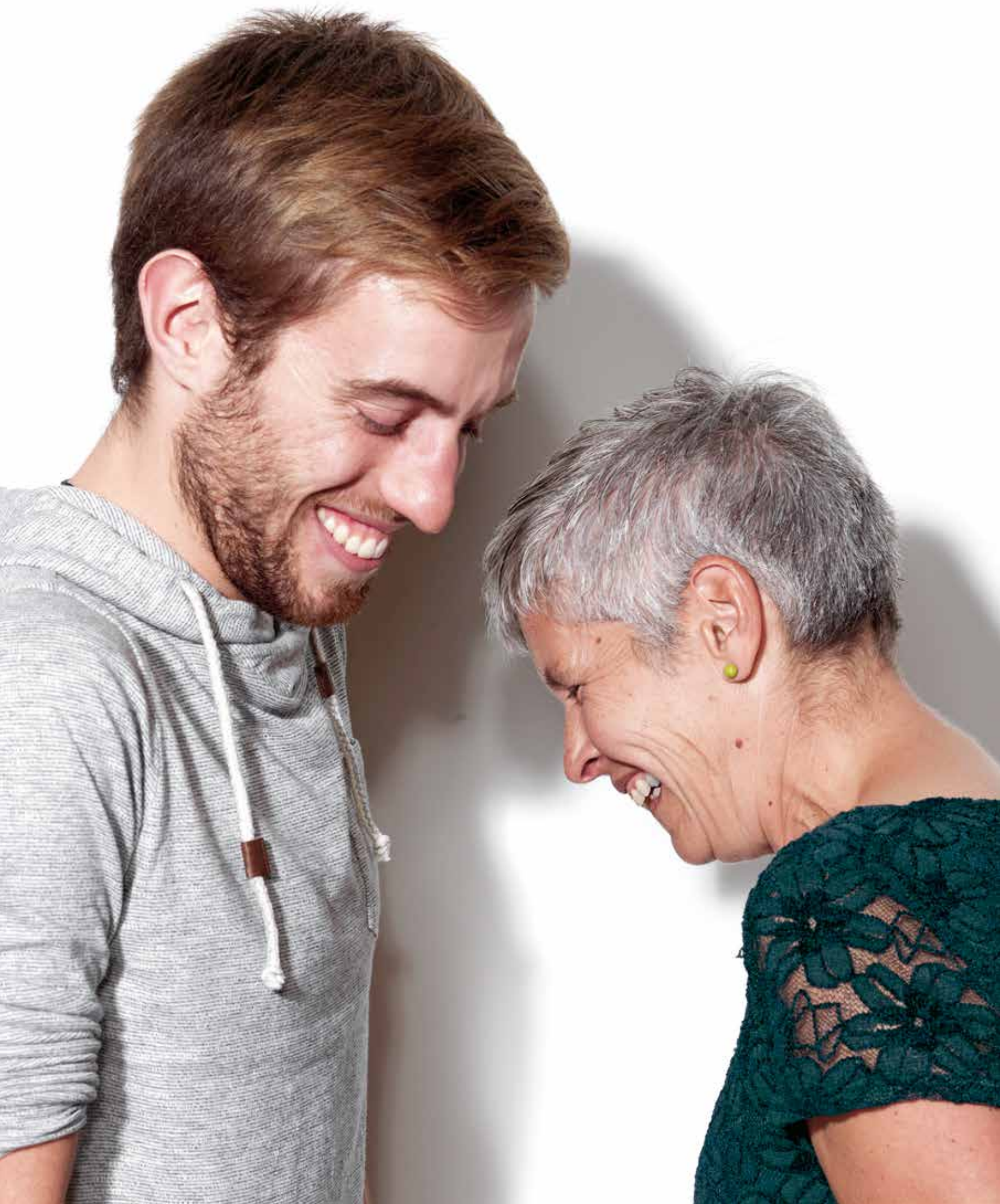
The champ was particularly affected by his old boyhood bedroom. It was just the way he remembered it. 'All these objects and trophies are very important and mean a lot to me,' he confides, visibly pleased and grinning. 'I feel honoured that there's this place here specially for me.' Emanuel Probst adds, 'It's a great privilege for us to have Roger's Walk of Fame here in Niederbuchsiten and it's a massive token of trust that he has left us all these very personal items.'

A special treat for visitors is the opportunity to pose for a unique souvenir photo with a life-size Roger Federer in front of a Wimbledon backdrop. The picture can then either be printed off in the shop or emailed home. All in all, a visit to the new Roger Federer Walk of Fame is an absolute must for any tennis lover or Federer fan.

kom









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‘HAVE YOU GOT TIME FOR A COFFEE?’

---

# ‘The coffee bug’s inherited.’

The fact that the two people strolling towards me have a close relationship is obvious from a distance. I decide to find out more, so I approach them and ask: ‘Have you got time for a coffee?’

‘Sure: that’s why we’re here,’ laughs one of them. ‘Great,’ I think to myself and sit down with the two – I almost added ‘strangers’ – at one of the tables in the cosy JURAworld of Coffee lounge.





**Nice of you to let me join you. What's it to be?**

A regular coffee made with Malabar beans and a straight espresso.

**(I order a cappuccino for myself before turning to the distinctly modern-looking young man opposite me.) Could I ask you your name and the reason you've come to Niederbuchsiten today?**

Sure. I'm Simon Obrecht. I'm 22 and I'm here with my mother, Vreni, for a cup of coffee and a quiet chat. We do it every couple of weeks or so. Not the coffee drinking – that happens much more often. But we make a point of meeting up here regularly in the coffee lounge: it's so cosy.

**How long have you been doing that? Not every one your age likes coffee.**

Yes, in my case it's all a bit different. I think I must have inherited the coffee gene from my mother. All her five brothers and sisters are nuts about coffee too. Even as a kid I loved mocca yoghurt and spooning the froth off my mum's cappuccino. Which probably explains why we enjoy chatting over coffee. But it's only become a regular thing over the past couple of years or so.

Am I allowed to get a word in? (says Simon's mother Vreni.) Perhaps that's the reason why these days I only drink espresso without cream, milk or sugar. So I can enjoy all of it for myself. (she laughs)

**What does coffee mean to you? (I turn to the lady with the beaming face to my left.)**

Oh, coffee's very important to me. Not just because I thoroughly enjoy these afternoons with my son or sometimes my daughter, just generally speaking. If I say: 'Shall we have a coffee?' it doesn't mean that the other person is obliged in any way to join me. No, for me it simply means sitting down together and having a chat. And that could easily be at 11 in the evening. I'm pretty sure I drink five or six espressos a day. But I never do so alone.

**It's clear that coffee is a special priority for you. But what do you get up to apart from drinking coffee?**

I'm a nursery school teacher in Wolfwil. And it's absolutely my dream job. Working with children and watching them develop is a very special privilege.

**I suppose a lot has changed since you started?**

Yes, of course. But the important things have all stayed pretty much the same. At kindergarten we use fun and games as a way of preparing the children for primary school. The work's demanding, but I love it and, given the choice, would opt for the same profession again.

**Simon, has your mother passed on her values to you as well?**

Apart from the coffee, I think I inherited the music gene. Not just from my mum, but especially from my dad. We're both huge fans of the drums. My father still plays in a rock band and I'm in the process right now of becoming a professional musician.

**Now I'm curious. So what does that mean?**

I've been playing the drums since I was seven. At first my dad taught me, but later I started taking lessons at music school. Today I play in a band, work in a music shop in Aarau, study music at the Agostini Drum School Switzerland and teach percussion at Aarau Drum Lessons, a school I founded with my mate.

**Wow. Now I'm impressed. I suppose that includes the hours you also spend practising.**

Absolutely. Several hours a day, every day.

**Vreni, how do you put up with it? A husband and a son with a flair for the drums?**

Pretty well, actually. If I need a bit of peace and quiet, I go out to the garden with a cup of coffee or get our tandem out and ride to some nearby café with my husband. He can always tempt me with something like that: a nice restaurant or café.

**So, even in your spare time, you're out looking for coffee? I suppose you have high expectations as regards a perfect cup of coffee?**

You bet. I'm very fussy on that score. The coffee has to be good. And it needs to be perfectly presented. If they'd served this espresso with a coffee spoon, for example, I'd have been upset. But that would never happen here in the JURAWorld. (she laughs)

**(Simon laughs too. Does the coffee spoon in his hand remind him of a drumstick perhaps?) Simon, do you get stiff muscles from playing the drums?**

Not any more. But sure, if you practise a lot as a beginner, it can happen. Above all, you have to be careful not to get tendinitis.

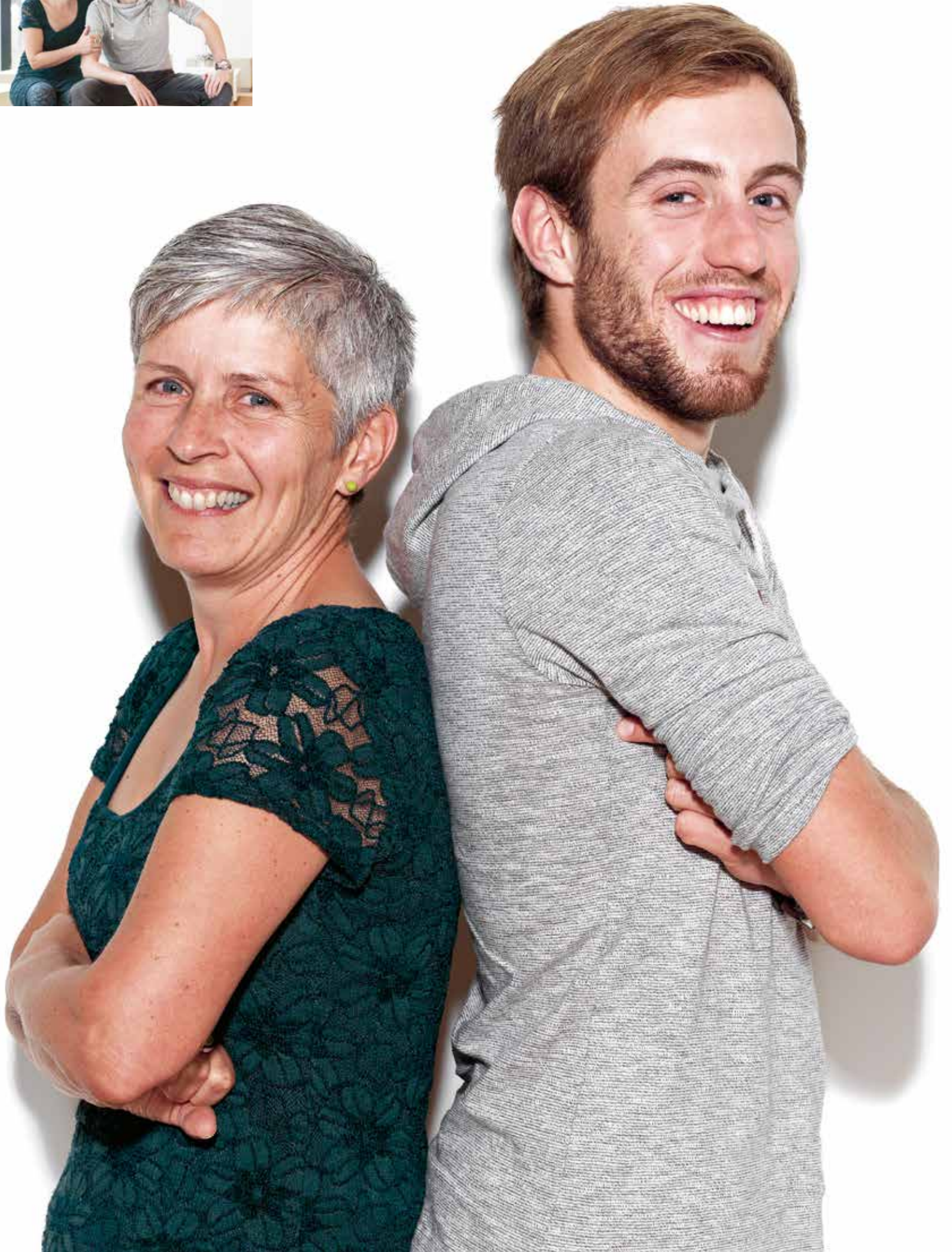
**I'm relieved to hear that. But there's still something that interests me. For lots of people, drums sound like a lot of noise. What would you say to that?**

(Chuckling) Yes, I've heard that too. But the drums can also be really melodious. As soon as the beat gets more complex and irregular, and you start varying the volume, even the drums can start to sound harmonious.

**As harmonious as the relationship between Simon and Vreni, I think to myself. It's somehow nice when a drink like coffee can be an integral part of the relationship between two people and help to strengthen it. In much the same way that two people I'd never even met an hour ago have almost become friends after just a coffee or two. Many thanks, Simon and Vreni!**

acm









# БОРШЧТ

(BORSCHT)

accompanied by sour cream with  
crema di caffè and smoked salmon

‘Red Russian Soup’ is another name for borscht, the well-known national dish of Russia. The bright red soup owes its intense colour to beetroot and has been one of Eastern Europe’s staple dishes for centuries. Top chef Andy Zaugg, who worked in well-known international restaurants during his apprenticeship and journeyman years, gives CoffeeBreak an exclusive insight into his version of borscht. It’s not only unbelievably delicious but also very easy to cook. Bon appetit!



## INGREDIENTS (for 4)

4 pieces of smoked salmon with poppy seeds  
25 g butter  
30 g peeled onions  
50 g prepared leek  
50 g prepared savoy cabbage  
30 g prepared celery  
15 g prepared fennel  
80 g peeled beetroot  
750 ml vegetable stock  
80 g beetroot juice  
15 g parsley  
200 ml cream  
1 ristretto  
Milk  
Salt and pepper

## PREPARATION

Slice all the vegetable into julienne strips.  
Wash and pluck the parsley and cut into strips.



Gently stew the onions in melted butter.



Add all the vegetables ...



... one after another and season with salt and pepper.



Stew the vegetables gently, stirring at regular intervals.





Bring the vegetables to the boil with the stock. Season again with salt and pepper.



Simmer the soup for ten minutes and skim regularly.



Add the beetroot juice...



... and the parsley.



Bring the vegetables to the boil with the stock. Season again with salt and pepper.

Skin the salmon and keep both the salmon and the soup warm in a moderately hot oven.



Whip the cream until stiff. Take a spoonful and put it in the soup bowl.



Froth the milk in the JURA automatic milk frother and at the same time make a ristretto.



Scoop the froth from the ristretto and put it on top of the milk froth.



Top the soup with a spoonful of milk froth.

Garnish the salmon as you wish and serve everything on a white plate.

**ENJOY**

## WINE RECOMMENDATION

Sauvignon Blanc, 2013  
Domaine de Hôpital de Soleure,  
Schafiser AOC



## Andy Zaugg

To experience the wizardry of top chef Andy Zaugg (17 Gault-Millau points, one Michelin star) for yourself, be sure to pay a visit to his restaurant 'Alter Stephan'. It is located at the heart of Solothurn, right on the Friedhofplatz.

[www.alterstephan.ch](http://www.alterstephan.ch)

# HOT RUSSIAN

Monika Gunziger, a hostess in the coffee lounge at the JURAworld of Coffee, presents a delicious coffee speciality from the wide choice on the menu.



## INGREDIENTS

- 45 ml espresso
- 10 ml vanilla syrup
- 20 ml vodka
- 100 ml double cream
- 1 ice cube

- 1 Pour the double cream into a cocktail shaker.
- 2 Add an ice cube.
- 3 Shake vigorously for about 20 seconds.
- 4 Pour the vodka into a Martini glass or similar.
- 5 Add the vanilla syrup.
- 6 Put the glass under the spout of a JURA automatic coffee machine and prepare a freshly ground espresso.
- 7 Carefully allow the cold, whipped double cream to slide into the glass to form two layers...
- 8 ...and garnish with a little cocoa powder. **CHEERS!**





# Anniversaries

## Switzerland

### 35 years



Thu Le  
Service, coffee



van Ngoc Nguyen  
Service, coffee



Oskar Berger  
Spare parts



Regine Oppliger  
Consultant, sales in  
Switzerland



Philipp Büttiker  
Technician



Christian Müller  
Spare parts

### 30 years

### 25 years

### 25 years



Therese Scheidegger  
In-house services,  
sales in Switzerland



Zeljko Vrljic  
Service, logistics



Bülent Kabacaoglu  
E-business



Yvan Lambertenghi  
Service, logistics



Juan Torres  
Quality management



Christiane Zwahlen  
Customer service

### 20 years

### 15 years



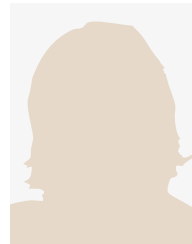
Esther Fischer  
Customer service



André Hauser  
Field services,  
sales in Switzerland



Beat Läderach  
Caretaker



Gisela Schmid  
In-house services,  
sales in Switzerland



Luljeta Toplanaj  
Service, coffee



Beat Tschumi  
JURAworld of Coffee

### 10 years



Andrea Goncalves  
Service, coffee



Fadbiye Goromani  
Spare parts



Petra Magrini  
Field services,  
sales in Switzerland



Marc Maurer  
E-business



Tiago Morais  
Workshop



Thomas Wehrli  
Group Accounting

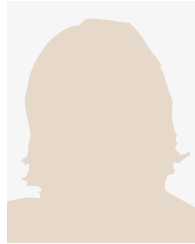
Germany

20 years



**Rolf Diehl**  
General Manager

15 years



**Brigida Filo-Aksoy**  
Customer service



**Leona Fritsch**  
Head of JURAWorld of Coffee



**Wiebke Reineke-Göring**  
Head of Sales promotion

15 years



**Henrike Ruckriegl**  
Sales assistant



**Oliver Schiller**  
Head of strategic services



**Katja Buschta**  
Sales promotion



**Claudia Duder**  
Secretary to Executive Management

10 years

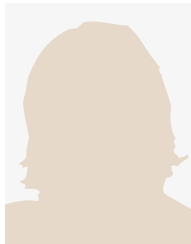
10 years



**Ulrike Imlauer**  
Secretary to Head of Sales



**Andreas Trötscher**  
Customer communications centre, back office



**Sabine Weiherer-Arndt**  
Customer communications centre, back office



**Michael Zwiener**  
Customer communications centre, front office

Netherlands

10 years



**Els Meere**  
Back Office employee

## Obituaries

### Hans Niklaus-Allemann

09.02.1920 – 09.06.2015

40 years of service,  
Design/development

### Astrid Heim

11.11.1939 – 24.07.2015

60 years of service,  
Assistant to the General Manager

### Agnes Spalluto

01.08.1951 – August 2015

12 years of service, Customer service

### Paul Sauthier-Heim

01.06.1931 – 22.08.2015

40 years of service, Head of Finance

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(pages 14–19)  
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(pages 20–21, 24–25, 31, 38–41)  
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*jura*®



**Roger Federer**  
Inspirational role model,  
world record holder of  
Grand Slam wins, greatest  
tennis player of all time –  
and coffee lover.

Coffee pleasure –  
freshly ground,  
not capsuled.



SWISS  MADE

**The perfect espresso thanks to P.E.P.®.** The Z6 from JURA wows even the most discerning coffee lovers like Roger Federer. The Pulse Extraction Process (P.E.P.®) guarantees espresso and ristretto of outstanding barista quality. By automatically switching between milk and milk foam, it's incredibly easy to prepare trend specialities at the touch of a button. Front operation and the Intelligent Water System (I.W.S.®), that automatically detects the filter, ensure perfect functionality. JURA – If you love coffee. [www.jura.com](http://www.jura.com)