# **Coffee**Break

THE MAGAZINE FOR FRESH COFFEE ENJOYMENT FROM JURA – 02/2016

#### MY SINGAPORE

Checking out Southeast Asia's city of superlatives with Albert Birbaumer

#### UNCOMPROMISING QUALITY

A quarter of a billion times 100% Swiss watchmaking precision

#### **OPEN HOUSE**

Roger Federer turns on the magic for the tenth anniversary of the JURAworld of Coffee

# **Coffee**Talk

It's 22 October 2016, and it's all happening at JURA. The company is throwing a huge Open House event to celebrate ten years of the JURAworld of Coffee and its ten-year partnership with Roger Federer. But before Federer takes to the stage for a discussion with tennis expert Bernhard Schär in front of thousands of loyal fans, Emanuel Probst uses the opportunity for a chat and a cup of coffee with the man who over the years has become a friend.



**Emanuel Probst:** First thing, Roger, many thanks! Sincere thanks from all of us at JURA for the past ten years. We've achieved a great deal together, and they've certainly helped as a company to make enormous progress.

**Roger Federer:** I can only return your thanks. I've really appreciated being able to work with a partner for such a long time and seeing us both develop in the process. That sort of loyalty isn't something you can take for granted.

**Emanuel Probst:** How important is loyalty for you in life?

**Roger Federer:** Incredibly important. In the partnership between us, of course, but also in the way we work together. When you can trust and rely on each other, you can achieve a lot together. A relationship is something you need to work at continuously and feel committed to. Talking to one another is vital. That's why I always look forward to our get-togethers. For me, working with JURA is much, much more than a mere business deal.

**Emanuel Probst:** Do you still remember the first time you appeared at JURA? It was the 26th of September, 2006, to mark the opening of the JURAworld of Coffee.

**Roger Federer:** Yes, I still have vivid memories of that evening. The giant marquee, the elegant, gala-like atmosphere, thousands of guests, all of them new faces. I was a little nervous and hoped that I'd get through it intact. And also that we'd have a great time in the process. I love to see beaming faces.

**Emanuel Probst:** The evening was a huge success. But our very first meeting took place before that, and it was top secret. We had a photo shoot near Zurich on the Tuesday after your victory at Wimbledon in 2006.

**Roger Federer:** Yes, that was tough. Because what you need after a big tournament like that is relaxation. Today, I'd take more time to recharge my batteries. That's why I prefer to do productions after my holiday or just when I'm starting out on building up my fitness. That's when I have the most energy and am getting enough sleep.

**Emanuel Probst:** Well, despite that, the pictures turned out brilliantly. It's interesting to look at the photos again today and see how much change has taken place between then and now.

**Roger Federer:** JURA's campaigns have never stopped improving. The key to staying on

top of your game is to keep on re-inventing yourself. That applies as much to your products as your communications, or, in my case, tennis. You have to keep questioning yourself. That leads to creative discussions and those, in turn, to new ideas and solutions.

**Emanuel Probst:** I know that shortly before our initial contact you'd just bought a JURA automatic machine. What made you decide on a JURA back then?

**Roger Federer:** It was Mirka. She'd always enjoyed a cup of coffee. Back in those days, in my early twenties, I'd usually order a Coke or mineral water. But gradually she talked me into trying a cappuccino or a latte. And that's how I discovered my taste for coffee. But I only really got into it properly when we had our first JURA at home.

Emanuel Probst: That was the F90.

**Roger Federer:** I can't remember the name of the model anymore. But I do recall the





design. Timeless. With an aluminium front panel and, even back then, touch operation.

**Emanuel Probst:** A lot's happened since then, and there's been lots of innovation. Let's just imagine: if you were head of JURA now ...

**Roger Federer:** ... and you weren't, you mean? (Laughing cheekily.) Then you'd be the tennis player.

**Emanuel Probst:** No, no way. But if you were the boss at JURA now, where would you see us in ten, or even five years? Which direction do you see us heading?

**Roger Federer:** One topic that would certainly be at the top of my list is coffee quality and the many specialities that are possible. In recent years, JURA has shown time and time again that things have to go on progressing. And that means staying on the ball. Something else that's enormously important is simplicity, whether you're making coffee or cleaning the machine. These days, people don't have time anymore. That's why simplification and time saving are so vital. Touchscreen operation is a good idea because everyone has a smartphone these days and every kid knows how to operate it.

**Emanuel Probst:** (Grins tellingly.) And when you think of the future, what would you like from us, as your partner?

**Roger Federer:** I hope we'll still be able to take on a lot of cool projects together. I'm always happy when I can come back to Niederbuchsiten, to events for the JURA staff, but also for the people from the surrounding region. I very much enjoy that. I think it's wonderful that you're so firmly anchored in the region, and I get the feeling that the people appreciate it too. Needless to say, I'm also very curious about the upcoming advertising campaigns. 'Freshly ground, not capsuled' is short, pithy and crisply sums up the way JURA thinks and acts. And I wish you all every success with the ongoing process of internationalization. It's always great to see a JURA store somewhere in the world and discover the company's latest products.

**Emanuel Probst:** Many thanks again, Roger. From the bottom of our hearts, we wish you all the very best and much success in maintaining your exciting career. We're looking forward to meeting you again, and to the next ten years with you as our brand ambassador. kom



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# MY SINGAPORE

Mention Asia to people who have never been there, and most of them will automatically think of restaurants serving dishes whose names they can't remember or even pronounce. You probably know the routine: yes, I'll have 21 for starters, 57 for main course – but not too hot, please – and 93 for dessert. But now, for the first time, we were looking forward to a trip to the Far East. Barely able to contain our enthusiasm, we started telling friends about our planned trip to Singapore, only to be met with answers like: 'Well, we did have a few hours' stopover there, but we only know the airport.' Not exactly encouraging. On the other hand, Albert Birbaumer was telling us, 'You're going to love it!' Which sounded more promising. After the smart-looking flight attendant in the video had explained where the emergency exits were located and the ins-and-outs of a life jacket, we pulled our belts tight and settled back, abandoning our fate for the next twelve-and-a-half hours to the laws of physics and the expertise of our pilot.





Early next morning, the view from the plane window reveals to our unbelieving eyes an airport shaped like some futuristic city from an old science fiction movie. The plane comes to a standstill, the jet engines whine and fall silent. Some of the passengers – the tourists – applaud, the rest, predominantly business people, refrain. 'Thank you for flying with us.' Don't mention it. At baggage retrieval, passengers wait impatiently for their luggage. When it finally arrives, they welcome it like an old, long-lost friend and stream for the exit. Waiting for us there is Albert, who greets us with a beaming smile and a familiar 'Grüezi mitenand'. We immediately feel at home.





Albert drives us along the coast towards the Raffles Hotel, one of the city's most prestigious addresses, which owes its name to the British explorer and founder of Singapore, Sir Thomas Stamford Raffles. The road is lined with lush green trees and brilliantly coloured shrubs. We come to a halt in front of a colonial-style building, bathed in the warm white light of the morning sun. 'Here we are,' he says, expelling any doubts we may have had that this exclusive-looking establishment is our final destination. Within seconds, attentive hotel staff are swarming around us, taking care of our luggage and escorting us to our room. Albert has told us to freshen up and meet him again in the lobby for a trip through the CBD Area. We take cool showers in an effort to combat the first telltale signs of jet lag and google CBD Area. 'Central Business District', we are reliably informed by the ubiquitous information source that has made the world's encyclopaedias redundant. Right, off we go.





'To start with, I'll take you through the tourist districts so you'll know what you're talking about when you get back home,' says Albert wryly. 'Then we'll take a look at more traditional things. Agreed?' Absolutely. Albert graduated in Physics before life took him, almost by chance, from Switzerland to the Far East, and we feel that we are in the best of hands. We emerge into the hustle and bustle outside, where the streets are thronged with countless Europeans and Americans. 'Millions of tourists visit this area every year,' explains Albert. 'But real Singaporeans spend as little time here as possible. Many of them work in one of the countless office complexes but live outside the city and commute up to two hours each way.'

Albert describes Singapore as a city in which everything is higher, faster, further and bigger than anywhere else. And it doesn't take long to find out what he means. The **Singapore Flyer** is 165 metres high and has 28 air-conditioned cabins, one of which we now enter. When it first opened in 2008, it was the biggest Ferris wheel in the world. A masterstroke of technology, it held the title for six years. 'And then the Americans went and built one that's two point six metres higher in Las Vegas,' says Albert, gently shaking his head in mild exasperation. But his revelation does nothing to spoil the breathtaking view from the dizzying height over the city.



When we leave the cabin, the humidity slaps us in the face with the force of a heavyweight boxer. 'You get used to it,' smiles Albert, consolingly. By the time we are strolling through the **Gardens by the Bay**, marvelling at the lush vegetation and soaking up the sight of the blossoms and leaves, the fragrances and sounds, we have long forgotten the heat and the sweat.

Albert suggests a boat trip on the river, which turns out to be a fantastic idea. We sit there awe-struck as the sights glide slowly by. The **Marina Bay Sands**, for example, a gigantic edifice we've only ever seen before on the screen, its three ultramodern towers topped and interconnected by a pool complex. Or the **ArtScience Museum**, designed by star architect Moshe Safdie, which resembles a lotus blossom.









A little further along the promenade, the **Merlion** comes into view. It has stood here, spouting an enormous jet of water, for 50 years and is the symbol of the city. The fish's body with the head of a lion allegorically connects the former fishing village (mer = sea) and the meaning of Singapore's original name, Singapura (kota singa, the city of the lion).



The next stop on Albert's tour is the **Orchard Road**. 'This street's over two kilometres long and you'll find everything your heart desires. Including JURA, of course.' His eyes light up with pride and pleasure as he shows us the spacious JURA store, suitably at home in a luxury, prime-location department store. 'You should spend some time here tomorrow just looking around and shopping. You won't regret it ... well, at least not until your credit card bill arrives next month,' he grins.



It is virtually impossible to process the wealth of impressions. To bring us back down to earth, Albert suggests a coffee break. He takes us down higgledy-piggledy **Haji Lane**, where small shops, clothes boutiques and cafés follow on, one after another, the way we know them from the Middle East. In the **Papa Palheta** we happily sit down and enjoy a delicious cup of coffee. 'This is by no means nor-

mal,' says Albert, confiding in us. 'At many places in Singapore, you'll be served "sock coffee".' Come again? 'It's a bit like a filter coffee, except that the filter is a special kind of sock. An unworn one, of course,' he smiles mischievously. But here at the Papa Palheta, which roasts its coffee in-house and uses JURA machines, every variety, every blend and every roast has its own story to tell. And we are able to relish a world-class latte.







'Hungry?' asks our travel guide. And how! We're big fans of Asian food and can hardly wait to sample some of the authentic stuff. 'Splendid. In that case, **Chomp Chomp** will knock you out.' Indeed, the world-famous food centre more than lives up to Albert's promise. What a cornucopia, what abundance, and what freshnessl 'If you don't try the grilled stingray now, you'll regret it forever!' And with that, Albert saves us the difficulty of making a decision. And since we're in the business of discovering things for the first time, he orders some cane sugar juice with lemon and sour plums. Sheer poetry! Just like the carrot cake with which we round off the meal.



After eating our fill, we ride through the city to the German Centre, where Albert's offices and the **JURA Hospitality Center** are located. His enthusiasm is infectious. He first came to Singapore 30 years ago, when he supervised an energy-saving project (just to kill the time while his travelling companion was in hospital, as he puts it). It was then, purely by chance and thanks to his good contacts, that he got into the coffee business. 'The tale of a man who left home to teach the Asians how to drink coffee' would be a suitable title for a biography that has already put out many branches but continues to grow relentlessly. Although he has put down his roots in Asia and has enviable connections, he occasionally feels nostalgic when his mind turns to thoughts of home. 'Sometimes I miss the clichés that are so typically Swiss,' he confesses. 'You know: snow-covered mountains, steel-blue lakes, meadows stretching into the distance and the cows: not on the plate, but in the fields.'







In the evening, we head for 'his' Singapore. Here, in the 23rd District, not far from **Bukit Panjang New Market**, (where the locals come to eat – 'Singaporeans don't cook at home') is where Albert lives. And it's just a stone's throw from **Bukit Batok Town Park**, where you will regularly find him doing his yoga. With its meditative silence, it is an oasis of peace and quiet, a welcome counterpoint to the hustle and bustle of the big city. The lake, the towering rock cliff and the wealth of lush green vegetation make it the perfect place to recharge your batteries. And that is precisely what we do now: silent, exhausted but content. We thank Albert for his help and time, and take our leave.









In the hotel room, we soothe away the exertions of the long journey and our fabulous first day with a long, relaxing Jacuzzi. We place Albert's long list of tips for things to do on the night table, turn off the light and, full of anticipation at what the next day holds, are asleep almost instantaneously. kom

### Albert's Singapore

#### **Raffles Hotel**

1 Beach Rd, Singapore 189673 www.raffles.com/singapore

Singapore Flyer 30 Raffles Ave, Singapore 039803 www.singaporeflyer.com

#### Gardens by the Bay

18 Marina Gardens Dr, Singapore 018953 www.gardensbythebay.com.sg

#### Marina Bay Sands

10 Bayfront Avenue, Singapore 018956 www.marinabaysands.com

#### ArtScience Museum

6 Bayfront Ave, Singapore 018974 www.marinabaysands.com/ museum.html

Orchard Road www.orchardroad.org

Papa Palheta 150 Tyrwhitt Rd, Singapore 207563 www.papapalheta.com

**Chomp Chomp Food Centre** 20 Kensington Park Rd, Singapore 557269

Bukit Panjang Hawker Centre and Market 259 Bukit Panjang Ring Rd, Singapore 671259

**Bukit Batok Town Park** Bukit Batok East Avenue 5, Singapore 659081

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# Every year over a quarter of a billion times 100% Swiss watchmaking precision

The variable brewing unit: a masterpiece of Swiss precision mechanics. It is often referred to as the heart of every JURA automatic machine. Rightly so, because it creates the perfect conditions needed to transform freshly ground coffee and hot water into a seductively delicious cup of coffee crowned by a soft, velvety crema. The brewing unit plays a central role in the process. Because its job in every brewing sequence is to ensure that the full aroma, minus powder residues, reaches the cup. At the same time, the design of the brewing unit, which is manufactured to Swiss watchmaking quality standards, prevents clogging and enables spotlessly hygienic cleaning to be carried out at the push of a button with no need to remove the unit.

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Monday morning, nine on the dot. Luís Gonçalves, quality manager at JURA's production partner, carefully empties a box full of brewing sieves onto the oscillating conveyor at the centre of a metering unit. The parts are about 30 millimetres, or just over an inch, in diameter. They are produced by a Swiss subcontracting company that works primarily for the watchmaking industry. Each sieve has hundreds of fine, tiny holes, much too small for them to be punched or drilled with the necessary precision. During production, the company uses a special innovative technique that it has developed and improved to perfection.

The diameter of the holes is defined precisely to one-hundredth of a millimetre. The acceptable tolerance is about the thickness of a human hair. Before assembly, JURA insists on painstakingly inspecting every single sieve. But how do you measure millions of tiny holes with the necessary precision?

'Optically, with a high-resolution camera and state-of-the-art software,' Luís Goncalves reveals. He then starts up the test unit. The conveyor shudders into motion. Vibrations set the brewing sieves moving. Like the peloton in the Tour de France stretched into a thin line on a pass in the Pyrenees, they climb the coil. During their journey, strategically placed guides ensure that they are in precisely the right position when they reach a pick-up, where they are captured using a high-resolution camera. A flash of orange light briefly lights up the room. Within fractions of a second, a computer analyses all the holes entirely automatically. Images pop up onto the screen. They show the sieves that have

passed through inspection. If a fraction of the holes fails to meet the stringent requirements, a jet of compressed air ejects the sieve. Only now do the precision components that have passed the test enter the production process, where they are integrated into JURA brewing units.

So what does Luís think of the effort that goes into the inspection of around a quarter of a billion tiny holes every year? 'At first sight, it may appear to be much ado about nothing. But you have to remember that JURA brewing sieves are high-precision components that are vital to coffee quality and the spotless hygiene we expect at the touch of a button. Our hundred-percent control policy is a convincing example of our obsession with detail and JURA's uncompromising attitude to quality.' kom













# **Big-time tennis comes to tiny Niederbuchsiten**

JURA recently organized an open house to celebrate ten years of the JURAworld of Coffee and the company's ten-year partnership with Roger Federer. The big highlight of the day was when the global star appeared personally in front of a huge audience to a standing ovation. The 22nd October 2016 was a day unlike any other on the JURA factory complex. Over 7000 visitors flocked to the company's open day to celebrate the ten-year anniversary of the JURAworld of Coffee and ten years' partnership with Roger Federer. A host of attractions based on and around the interactive exhibition together with three musical acts from the region brought young and old to Niederbuchsiten and created a suitable setting for the highlight of the day: Roger Federer on the big stage in a very personal interview with tennis guru Bernhard Schär (see page 26). The weather obliged with the kind of glorious autumn day you would wish for when receiving a visit from the best tennis player the world has ever seen.

When the JURAworld of Coffee opened its doors at 10 o'clock, the first visitors set out on an exciting journey through the history of coffee. They gave the current product range a thorough going-over before heading to the coffee shop to discover top-quality single origins, blends and ideas for gifts. Then it was off to the world's first and only Roger Federer Walk of Fame for souvenir photos, followed by a visit to the roasting section and the Professional Competence Center. Up on the stage, three leading musical acts from the region – Martens Mundart-Band (who sing in Swiss dialect), Collie Herb and Patrick von Castelberg – provided the perfect soundtrack to this very special day. A children's play corner with entertainer and balloon animal specialist Peter Löhmann guaranteed plenty of fun for the younger guests.

And, finally, the big moment had come: Roger Federer took the stage to tumultuous applause. Some adoring fans had travelled from as far as Belgium and even Japan to see their idol up close. In a frank and open interview with tennis pundit Bernhard Schär, the global star provided his enraptured audience with an insight into his life both on and off the court. His hunger for tennis at the very top level was far from being satisfied, he said. And he underlined the parallels with JURA. 'I appreciate the partnership with JURA. We have a lot in common. Me as a tennis player, JURA as an innovator with its automatic coffee machines.' Before diving into the crowd – which he clearly relished – and obliging his fans with selfies and autographs, Roger Federer expressed one more wish, which we could also interpret as a promise: 'I hope I can keep on coming to Niederbuchsiten for many years to come.' kom



















#### 'We follow Roger all over the world'

'We've come all the way from Japan, just for this,' explain the four ladies, who are not difficult to spot as Roger Federer fans. Dressed in their RF T-shirts and holding up the gigantic poster they've put together themselves, they've been looking forward to one thing for weeks: seeing Roger Federer. 'We saw him playing live years ago, and since then we've travelled all over the world following him. He's just gorgeous!' They ask if we could possibly hand over a small gift to him on their behalf. 'It's a photo album.' And, indeed, the many photographs of and with Roger Federer are a clear indication of their years of fandom. 'Of course,' we say, and take the opportunity of snapping a photo or two of this lively group from Asia specially for CoffeeBreak. At our open house, Roger Federer had an up-close and personal chat with tennis expert Bernhard Schär – and CoffeeBreak was there to record it

## 'I think I can still turn things around again.'

Roger, your travels take you all over the world, and you've given a lot of interviews. What goes through your head when you're here in Niederbuchsiten and look at all these people?

It's a great feeling. Thank you all for coming. I'm really touched that so many of you show up each time. Thank you!

We haven't heard anything more from you regarding tennis since July. Which brings me to my first question: how's your knee?

After Wimbledon, it was really important for me to take a break. Of course, I did it in the hope of being able to return to the tour for a few more years. But my knee still isn't 100 percent, even now. I'll need a bit more time, but I feel

better by the day. It's still another two months till the start of the next season. And if it continues like this, I think we can safely say I'm on the right track.

That's encouraging news. Let's hope for the best. If you had to play against Andy Murray tomorrow, what do you think would happen? It would be fun ... for him. I'd probably win the odd game or two because I haven't forgotten how to play tennis. But I don't have the stamina yet to keep going for a prolonged period of time. At the moment, I wouldn't have the necessary coordination in my leg work or defence.

We've already seen plenty of athletes with serious injuries. A lot of them have made it back to the top through sheer hard work. Do examples like that give you a glimmer of hope and confidence?

#### 'I miss the atmosphere on Centre Court.'

Absolutely. It's helpful to talk to people like that and to see what they've still managed to achieve even after they've suffered serious injury. After an operation, you've simply got to give yourself the necessary time to recover. I have the feeling I've done that. And now I'm really focusing on building up my fitness again. Very good. Of course, we're all hoping for the very best. Your fitness trainer, Pierre Paganini, is incredibly impressed by your humility. Apparently, you're training with all the enthusiasm of a young dude. That sounds hopeful.

I'm surprised myself at how easy it's all been. I've really enjoyed the break.

What do you miss the most now? Is it the matches? Or perhaps also the fans a bit? That's hard to say. Ultimately, I'm a tennis professional who revels in playing matches.

I enjoy the training too, but never as much as the actual games. And that's why I miss the atmosphere on Centre Court. But I also miss the spectators and the applause that tells you: 'Hey, you did that really well!' And then, of course,

I miss my second family. All the other tennis players, the whole tour. And everything that goes with it.

## The first tournament in your schedule for 2017 is the Hopman Cup in Perth. You played there with Mirka in 2002.

Yes, exactly. It's already 15 years since I last competed there. I'm looking forward to the



Hopman Cup enormously and after that to the Australian Open in mid-January.

#### Of course, Roger Federer is no longer a mere sportsman but also the father of four children and husband to Mirka. You met Mirka back in 2000 in Sydney. How did that come about?

Completely unplanned. At the Olympics back then, the team spent a lot of time together. Mirka and I got along famously and stayed in touch. We met up again back in Basel at the Swiss Indoors and then at the end of the year in Biel for training. That's when it became clear to me that it was more than just a friendship. I'm very happy that she's my wife now and that we have four wonderful children together.

#### They say that behind every great man there's a great woman. Mirka was a tennis player herself. How is she a source of strength in your life?

Her opinion is very important to me. And I figure that if she'd said to me five years ago: 'Why don't you do something else?', I would probably have stopped playing tennis. When I met Mirka, I hadn't won a single title. Today I'm up to 88. That alone is some indication of the influence she's had on me. Along with the many other important people in my life, Mirka has always supported me in both good and difficult times. She gives me sound advice and today, of course, as our family manager and mother, she is an unbelievable source of support. She makes sure I can concentrate fully on tennis and the beautiful times we share with our children.

#### Thanks to your parents, Lynette and Robbie, you enjoyed a very pleasant childhood. What would you like to give your own children on the way?

We have a very special kind of life. We travel extensively, and I think it teaches them a lot too. That alone is worth its weight in gold. They get to know cultures, people and cities. I'd just like them to gather a lot of beautiful memories. Otherwise, we go to great lengths to ensure that they can grow up completely normally. The way Mirka and I did. We try to teach them respect and good manners. To say 'please' and 'thank you'. In fact, everything they should



know. I'd just like them to find something normal in this crazy world we live in. We do it by spending a lot of time together. Almost every day, in fact. I hope that one day they'll be able to look back on their childhood and think they really had a fabulous time being part of our family.

#### Myla and Charlene are now seven years old. What role does tennis play in their lives? Tennis is a minimal part of their lives. They enjoy playing it, but school is quite clearly a priority. And we expect a lot more from them too.

#### And the twin boys are now two years old. Have they got tennis rackets?

Yes, they enjoy it a lot more. Which makes me happy, of course. They're incredibly cute at the moment. They're learning to coordinate and run around, and also to talk. It's unbelievable. You don't want to miss a day.

#### You loved ball games even as a child: there are plenty of photos to prove it. Does that apply to your boys too?

Yes, absolutely. It's probably somewhere in our DNA.

#### You've already gathered some experience with the girls. Is there anything you'd like to change in the way you bring up the boys?

No, I think we each have our own personalities. And that calls for a certain amount of flexibility. But I'm certainly not as quick to respond as I used to be. If one of them starts crying in another room, I can better judge now whether it's bad or not. (Laughs) But generally speaking, of course, the situation is now completely different. Having four children is a completely different ball game from having two.

So, we've talked to you as a sportsman, husband and father of four children. But there's also Roger Federer the individual. With dreams, desires and ambitions. Is

#### there anything you still dream of doing?

I enjoy travelling the world. That's why I hope I can get to know lots of other countries with my family. There are so many beautiful places I haven't seen yet. Although you might think I've been everywhere. I've only been to about 40 of the more than 200 countries on the planet. So there's still

'I'd love to be able to play my best tennis again, win Wimbledon of course, and make my way back to the top of the rankings.'

#### a lot to discover. Perhaps by train or car, instead of always flying.

#### Is there anyone you'd still like to meet?

Funnily enough, I'm not fixated on that at all. In the beginning, I was always nervous when I knew I'd be meeting famous actors, politicians or sportsmen. Today, I have no more ambitions on that score. If it happens, I'm delighted, of course. But it seems to me, they all have their own lives. After all these years, I find myself today looking for something normal.

#### You recently went the Oscars ceremony.

Yes, there was a 150-metre-long red carpet.

#### And wall-to-wall superstars?

Yes, probably. But I don't know very many of them. All the same, it was very interesting. We got there and then spent threequarters of an hour in this enormously long queue. We were standing in the corridor wondering what was going on. When we finally made it to the red carpet, we saw that the stars had spent the past hour or so taking one photo call after another. I thought I wasn't seeing right. In any case, it was all very funny. The photographers were all on one side and the fans on the other. But, apart from the red carpet bit, I really enjoyed myself. Actually, it was a very cool event.

#### JURA's TV campaigns have made it quite clear that you have quite a bit of acting talent. So will we be seeing Roger Federer, the actor, one day?

No, I hate learning all the lines. But when I'm doing the commercials, I always do my best, of course. I just hope JURA and all the other sponsors are happy with the results. But, when it comes to acting, I'm still far from perfect. All the same, I've actually learned to enjoy getting into different roles.

People often ask me what Roger Federer is going to do when he hangs up his racket.

#### And I know we're still a long way from that. (Laughs) But I'm just saying: Roger Federer will never be a TV commentator or co-commentator.

I wouldn't exclude the possibility of commentating on a single tournament or match. Never say never. But as my main job, no. Perhaps working as a coach could be something for me. I could well imagine working with young Swiss players. Motivating and inspiring them, and giving them the mental support they need. But I'd also like more time for my foundation. I could do more fund-raising and get down to southern Africa on a more regular basis. And, of course, I'd like to have enough time for my family.

#### But right now, you're focusing on your tennis again. I'd be really happy for you if you could win Wimbledon just once more and become the first man to take the title eight times.

That's very kind, thank you. I'd love to do it myself, of course. It's the reason I force myself through all the training sessions and try to stay positive. I can hardly wait to get back on the tour. I just hope I stay healthy. I'd love to be able to play my best tennis again, win Wimbledon of course, and make my way back to the top of the rankings. I played really well in the past few years. But I was a little unlucky this year. For all that, I think I can still turn things around again. I'm curious to see how it all pans out.

#### You are the chairman of the board for your foundation. And you're constantly thinking about other people who have been less fortunate in life. How is the foundation doing at the moment?

After eleven years, we're in a pretty strong position. I learned an awful lot during the initial phase. It isn't all as easy as you might think. I had to count a lot on professionals and specialists. People who could help me progress. Today we have a family foundation - my parents and Mirka are likewise on board - that possesses all the right know-how and is founded on the right values. It all started with a single project in Port Elisabeth, in South Africa. And now we're active in many more different countries. For us, it's important that our teachers are well qualified and able to pass on their knowledge. And we make sure that the children can go to school. In Malawi, for example, only 50% of three-to-six-year-

olds go to school at all. Twenty or thirty years ago, none of them did. But that all has to get much, much better. And I'm doing my very best to make it happen. Our aim is to have helped a million children by 2018.

#### You don't only support southern Africa: you also organize aid in Switzerland. Can you tell us a little about that?

Back at the start of my career, I used to get support from Sports Aid to the tune of 2500 Swiss francs a year. My parents were really grateful for the extra. That's something I'd like to pass on. So from next year, I'll be contributing 2500 francs each to 40 children. I'm also involved in Winter Aid and try to ensure that more is done to integrate children who are not doing so well. And, yes, of course I'm always delighted when I can do something useful here in Switzerland. After all, Switzerland is my home.

## What kind of message do you leave with up-and-coming youngsters in the world of sport?

The all-important thing is the right values. You have to know what you want to achieve and organize your life around that. You have to go into your training sessions with the desire to improve. You need to listen to your coach and to treat him and the whole association with due respect. But the most important thing is taking pleasure in it all. You need to have short-term and longterm goals, otherwise you'll lose yourself. And when that happens, you'll inevitably come to a standstill. And you don't want that because all your competitors are constantly improving.

#### How do you manage to keep both feet on the ground and stay so modest despite all the adulation you receive? Do you have a secret?

I think it depends on how you've been raised, the values your parents instil into you. Perhaps, to a certain extent, on the country you grow up in. We Swiss don't tend to get euphoric about something from one day

'My feeling is that people don't need to treat me differently from anyone else. I mean, we all deserve respect.'

to the next. It usually takes a bit longer. I see myself the same way I see other people. And that helps. When you're famous, your surroundings change. People suddenly start looking at you in a different way. At the beginning, it feels very strange. You have to get used to it. My feeling is that people don't need to treat me differently from anyone else. I mean, I'm the same as everyone else. I want the people I meet to feel comfortable. I mean, we all deserve respect. The fans have already voted you the most popular tennis player 13 times. And something that's perhaps even crazier is that you're also the most popular player among your rivals.

Those are surveys that are carried out by the ATP. I can't believe that so many of the other players on the circuit think that I'm such a fair guy. The way I see it, there are plenty more of them out there who deserve it. It was simply always important to me that I look at my opponent with respect. All my life, I can honestly say I've never cheated on court. If I lose honourably, that's no problem for me. At the end, all I want is for us to be able to look one another in the eye and say: 'Hey, that was a super match. It's thanks to you that I'm as good as I am today.' But I'm not the only one on the tour who treats his opponents, the fans and the media with respect. There are plenty of other players who've left their mark on the sport. But I admit, I like being popular with other players and the fans.

It was this kind of openness and honesty, combined with the respect you enjoy, that

led to the signing of your contract with JURA in 2006. And now it's ten years that you've been travelling the same road. How do you see JURA as a company today?

I'm very happy that JURA isn't only active in Switzerland but has international operations. I've been very happy and am still glad that I took the phone call all those years ago. (Laughing) I would never have thought that such a long-term relationship

could grow out of it. I like the fact that for JURA and its employees I'm more than just a tennis player. I'm a regular guy who enjoys being seen here. I've seen the company grow, and that's really gratifying. In fact, I really feel at home here. We all know one another. I appreciate the partnership with JURA. It's great that we've both managed to go on re-inventing ourselves: me, as a tennis player and brand ambassador; and JURA, with its never-ending stream of inno-



vations. Emanuel Probst is never satisfied with advancing at the same pace: he's always looking much further ahead. And I find that incredibly important. Apart from that, he always looks after his people, and that's something I also feel really strongly about. I hope I can keep on coming back to Niederbuchsiten for a long time to come.

#### Just to finish, one more thing: 'Freshly ground, not capsuled'. That's the claim used in JURA's communications. Why should people want to buy an automatic coffee machine from JURA?

The machines are simply wonderful to look at. They have a lot of aesthetic appeal. But it's not only the design: the simple operation is another critical factor. You have to look after the machines. Sure, it means you have to clean them yourself occasionally, but that's pretty easy. And I think that by doing so you get to know your machine even better. And of course it makes super coffee. JURA automatic coffee machines are a guarantee for top quality. And that's the way it should be. And as I've said, that's why I'm so proud to be a brand ambassador and look forward to our cooperation in the future.

Dear Roger, thank you enormously that you've taken the time to be with us. And sincere thanks, too, for your openness and honesty. Thanks, also, for everything you've given to the game of tennis in the past and will continue to give in the future. But, perhaps most importantly, what you give to young people: you're a communicative, well brought-up tennis player, and one who plays an important function as a role model. For all those things, I'd like to say a very personal thank you, and to thank you on behalf of all your fans.

Many, many thanks. It's been an enormous pleasure to be here. Thank you!

# Pictures of a success story

Roger Federer has been a brand ambassador for JURA since 2006. A perfect match because, unlike anyone else, he embodies values we have in common: our Swiss origins, precision, elegance, top performance and the quest for perfection. To date, these values have found expression in five different print ad and TV campaigns, with an ever-sharper focus on the core message. But let's take this opportunity to look back on the various stages in an impressive success story.

(The TV commercials can be viewed at www.rogerfederer.jura.com)



Ad campaign, central theme: 'Fashion' – The headlines are based on the language of tennis and create a link to the enjoyment of coffee specialities made with JURA automatic machines.



Ad campaign, central theme: 'Beauty' – The focus is on specific, Federer-related characteristics that also apply to JURA automatic machines and freshly ground specialities: naturalness, authenticity and uniqueness.



2010

Ad campaign, central theme: 'Character' – Roger meets automatic machines from JURA on an equal footing, engages in a friendly face-off and compliments them on their strengths.



Ad campaign, central theme: 'Style' – A man of the world, stylish and sophisticated, he knows exactly what he wants: 'Espresso, coffee, cappuccino and latte – all freshly ground and not capsuled.'



Ad campaign, central theme: 'Freshly ground...' – The TV commercial-style motifs portray Roger Federer as a discerning connoisseur who enjoys his coffee specialities freshly ground and not capsuled.



Schlieren: an unprepossessing township at the gateway to Zurich. Formerly a farming village, over the course of 150 years it has developed into a town that houses services, technology and commerce. Directly behind the station is an old building dreamily reminiscing of the age of industrialization. A space that once accommodated noisy transmission units with leather belts that drove the machines is now home to communication specialists drawing up media plans for a discerning clientele.




# Who works where?

Three jobs, three individuals, three stories: and they couldn't possibly be more different. And yet they all have one thing in common: a love of coffee. Whether it's in offices, stores or just large families, the new WE line from JURA cuts a fine figure anywhere. Can you say immediately where each of them works?



Way out in the middle of nowhere. A farmstead high above the country village of Matzendorf. Huge tractors in front of the barn, dried herbs in the kitchen, photos of a large family on the walls and the delicious smell of ham and sauerkraut in the air. People not only live here but work hard too: with passion and endless energy.









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A neat little hairdressing salon in the middle of the village of Balsthal. Modern furnishings combined with carefully selected gems from the flea market create a pleasant, comfortable atmosphere. Customers enjoy a little relaxation in the garden, which testifies to enormous attention to detail: a green oasis of well-being for an ultra cool hairdressing salon.

E CH

M. B



# Federica Cavandoli

The likeable hairdresser is well versed in the art of cutting both ladies' and gents' hair, and has specialized in making the most of both young and old for close to eleven years. Whether it's a short or long cut, a shave, colour changes or French pleats, Federica works expertly and brings a freshly charged passion to her work every day. And it's not only her name that suggests her Italian genes. With her liveliness and endless passion for her job and small family, her aim is to do the very best for her customers. With professional advice, expert styling and that essential understanding of what people need. And one crucial element in her feel-good package is a freshly ground Italian espresso. And because the best way to conjure up an aromatic coffee is with an automatic coffee machine from JURA, her customers enjoy one from the elegant WE6.

# Sarah Hammami

A power woman through and through, she draws on more than 25 years in the communication industry when she and her team develop media strategies for well-known brands. She has worked at Havas Media for over five years and masters an entire repertoire of classical and newer media. If you happen to be a member of a specific target group and notice products or services online, on TV, in magazines and newspapers or on posters, the chances are that the Havas Media team are behind it. Their reward is awakening needs in us.

As her way of forgetting the everyday office job and the responsibility that rests on her shoulders, the deputy manager and COO stills her need for movement with long biking tours. Watchful and alert, she draws her strength for new ventures on trips to foreign countries and through her love for art, culture and people.



# Silvia Meister

Her family, the animals and music form the thread that runs through Silvia's life. Farmer, housewife and mother, she looks after her family of seven, the animals on the farm, and the vegetable and herb patches behind the house. Her love of people and animals was the factor that motivated her to take on her two part-time jobs, one in a veterinary surgery in nearby Mümliswil, the other in her daughter's day nursery. And if you think that's a lot, you don't know Silvia Meister. She brings the same tireless energy and drive to her office as president of the yodelling association of northwestern Switzerland. Her heart lies in organizing events where people can get together and enjoy themselves. For some 37 years now, she has been lending her voice to the local yodelling club. As an experienced farmer and animal lover, she is also a qualified breeder of Appenzell Mountain Dogs. And that means finding time in her chock-a-block diary for the visits made throughout Switzerland to check up on newly born pups. So what does Silvia get up to in her - admittedly limited spare time? She spends most of it with her husband in the great outdoors, hiking in the mountains. Otherwise, like several other members of the Meister family, she spoils herself with a delicious latte from her JURA WE8 machine.



# Solution



### Workspace 01: Sarah Hammami

Havas Media clients and staff enjoy coffee specialities made with a WE6. The main reasons for the choice were the outstanding coffee quality, the simple operation and the ideal capacity.



### Workspace 02: Silvia Meister

For a large family like Silvia Meister's, the WE8 is ideal. 'We love whipping up cappuccinos and lattes with fresh milk straight from our own farm. With a beautifully designed automatic coffee machine like this, it's child's play, all taken care of at the push of a button. Cleaning and regular maintenance are also handled in a trice.'



### Workspace 03: Federica Cavandoli

For her salon, the talented stylist has chosen a WE6 'because a classic espresso brimful with aroma is the perfect way to spoil my customers and the recommended daily output of around 30 cups is ideal for my kind of business.'



# $\mathbf{P}$

'HAVE YOU GOT TIME FOR A COFFEE?'

# 'I always used to think snow was ice cubes falling from the sky.'

Colourfully dressed, with blue fingernails and a pair of sunglasses on her head, she's heading for the JURAworld of Coffee. A blithe spirit, I think to myself. She arrives at the coffee lounge, says friendly 'Hellos' all round, sits down and orders: 'I'd like a decaf espresso and a glass of water.' I'm fascinated by the aura she radiates. So I go over and ask: 'Do you mind if I sit down with you?' She looks at me with her sparkling eyes and says: 'Of course not. I love meeting new people. What kind of coffee do you like most?' And we're already into a conversation that will remain with me for some time come. Mom Berger comes from Oberbuchsiten, is happily married and the mother of two children. She speaks perfect Swiss German. But it's difficult to overlook the fact that her roots are obviously elsewhere.

# **So, Mom, where are you from originally?** I was born in Cambodia and came to Swit-

zerland as a refugee 36 years ago.

# Can you still remember your time in Cambodia?

I have only two memories of the time I spent in Cambodia. One is of a trip I took into the forest with my father. We had a vegetable patch there. A little later, another man arrived with his daughter, and we all set about looking after our crops. At some point, the other man and his daughter set off again into the forest. Seconds later, we heard a loud explosion and horrific screaming. The girl had trodden on a mine and lost her leq. It's just one example of how cruel the war was. My father had to remain in Cambodia, and I'm afraid he's been missing to this day. For me, a resonant symbol of the other, beautiful world outside was the stream of tourists who came to see the famous temples. How often did I go there to look at all the beautiful women in their high-heeled shoes and think: 'I want to look as chic as that someday.'

# So, you wanted to get out because of the war. How did they decide where you should all go?

Yes, if we wanted to live in safety, we had no other choice back then. I spent several years with my mother, three brothers, uncles, aunts and grandparents in a refugee camp in Thailand. Finally, we were allowed to choose where we wanted to go. My then stepfather wanted to go to Argentina because the climate was roughly the same as in Southeast Asia. Perhaps I should explain. My stepfather had met my mother in the camp and married her soon afterwards so that we could travel on together.

### But you didn't end up in Argentina?

No, my stepfather didn't pass the medical. So we weren't allowed to go to Argentina. We spent another six months in a transit centre in Bangkok. Living there was just awful. We slept on the ground, right next to the sewers.





# And at some point, it was clear you'd be coming to Switzerland?

Yes, exactly. We were allowed to come to Switzerland. Today, my other relatives live in the USA, France and Canada. I can tell you, the feeling I had when that plane finally took off from Asian soil was just fantastic. I remember thinking: now I'm safe.

### What was your first impression of Switzerland?

I thought I was dreaming. The people all looked so different from us. They were tall, had pale skin, blonde hair, large noses and blue eyes that were all alien to me. We spent three happy months at the processing centre in Bülach. We were very well looked after. Apart from German lessons, we were shown how to use a toilet properly and taught not to mindlessly slam doors or discard litter.

### And then you had to go to school?

Absolutely. We moved into an apartment in Wohlen in the canton of Aargau. And there I went to school like all the rest of them. I was completely accepted, despite being so exotic. Back then, of course, there were only very few foreigners in Switzerland.

### But you felt at home in Switzerland?

Oh, yes, from the start. I really enjoyed fitting in. And I've always been lucky. It wasn't necessarily easy during those first few months, being away from everything I was used to, but I was happy and grateful for the chances I had. Getting to know Switzerland and the culture was an incredible experience, all virgin territory. Like the first snow. Back then, I always used to think snow was ice cubes falling from the sky. And when I experienced real snow for the first time, it was an overwhelming experience.

### And today you're completely Swiss?

Yes, 100%. Switzerland is my home. I love the variety. And I love cheese more than

anything (she laughs). I went to school here, did a commercial apprenticeship and travelled around a lot.

## Is there anything about yourself that reminds you of your origins?

I'm very respectful about everything. I'm satisfied with little and very modest. As a mother, I'm trying to teach my children the same values. But I don't always succeed.

# Do you still have contact with your friends from Cambodia?

Sure. I took a six-month time-out 17 years ago. It gave me the chance to go and visit my uncle and grandmother in America and my cousin in France. And by the way, the Cambodian friend I was telling you about who lost her leg also lives in Switzerland today. Amazing, isn't it? I see my compatriots at big festivals like New Year and Ancestors' Day.

# I find Mom's story gripping. We take a break and sip our coffee. And then I'm curious:

# When did she have her first experience of coffee?

(She laughs.) It was in Switzerland, when I was working in an office. In Cambodia, coffee was a luxury, and we only drank water. After a while, drinking so much coffee gave me a headache, so I switched back to tea. It was only when you opened the JURAworld of Coffee in 2006 that I rediscovered my taste for it. And since then I've always drunk decaffeinated. But only at home, or here in the coffee lounge.

It's always good to hear the stories our regulars can tell us. Many thanks, Mom. I'm seriously impressed and wish her all the very best.

'Switzerland is my home. I love the variety. And I love cheese more than anything.'





# ACCOMPANIMENTS

1 celery stalk 1 orange 1 pomegranate Hazel nuts

Fillet the orange. Tap the seeds out of the pomegranate Cut the celery stalk in rings and blanch quickly in boiling water. Finely chop the hazel nuts.





# A FISH TRILOGY

# **1** COFFEE MAYONNAISE

2 egg yolks 10 ml red wine vinegar 1 tsp mustard 200 ml sunflower oil 1 ristretto Salt Cayenne pepper

Whisk the egg yolk, red wine vinegar and mustard until frothy. Slowly add the sunflower oil. Season with cold ristretto, salt and cayenne pepper.

# 2 COFFEE JELLY

400 ml ristretto 6 g agar agar (gelling agent)

Bring the ingredients to the boil. Allow to cool, and blend briefly.

# **3** CALAMANSI JELLY

400 ml calamansi juice 12 g agar agar (gelling agent)

Bring the ingredients to the boil. Allow to cool, and blend briefly.

# **4 MANDARIN FOAM**

300 ml mandarin juice 30 g butter

Mix the mandarin juice and butter together.

# 5 CELERIAC PUREE

1 celeriac 200 ml double cream Salt Cayenne pepper

Boil the celeriac until soft and blend briefly. Add the double cream, heat through and season with salt and cayenne pepper.

## **INGREDIENTS**

4 scampi 4 strips of sea bass 4 scallops 1 lime (juice and zest) 1 egg yolk 100 ml soy sauce 4 wan tan leaves, cut in strips Pink peppercorns Olive oil

## **SCALLOPS**



Marinate the scallops in the soy sauce.



Finally, roll them in egg yoke and wrap them up in the wan tan leaf strips.

## **SEA BASS**



Fry the scallops.

## **SCAMPI**



Peel the scampi and cut them in rings. (If you wish to use the shells for decoration, dry them for 3 minutes in an oven preheated to 240° Celsius)



Marinate the scampi in lime juice and dress with a little lime zest and pink pepper.



Score the sea bass by making small parallel slits in the skin.



Then fry them in the olive oil until crispy. Finally, put the fish in a warm place.

## SERVING SUGGESTION



Put some celeriac purée on the plate.



Place a strip of sea bass and the scampi on top and drizzle with olive oil.



Decorate with the celery rings, pomegranate seeds, orange and hazelnuts. Use a piping bag to decorate with calamansi jelly, coffee mayonnaise and coffee jelly.



Finish with the scallop, scampi shells and mandarin foam. Season with fleur de sel and garnish with shoots.



### ANDY ZAUGG

At the beginning of the year, top chef Andy Zaugg left the kitchen at his restaurant for good. From now on, the Michelinstarred chef will be offering his services as a gastronomic consultant to leading establishments at home and abroad. At the same time, he plans to expand his catering business. But once again, Andy Zaugg puts on an impressive display of his culinary talents for CoffeeBreak.



# **STEFAN BADER**

The man who has taken over the demanding position of head chef at the 'Alter Stephan' is Stefan Bader. As the longestserving member of staff and with 15 years of experience as Andy Zaugg's sous-chef, Bader will continue to run the popular restaurant at the heart of Solothurn with the same time-tested philosophy he helped to develop. He was recently awarded 14 Gault-Millau points and a Michelin Guide Bib Gourmand (for 'exceptional food at moderate prices').



Monika Gunziger, hostess at the coffee lounge in the JURAworld of Coffee, presents an Asia winter creation from the wide selection on the drinks menu.

# SPICY JASMINE

# INGREDIENTS

20 ml ginger syrup, 1 coffee, 80 ml jasmine tea, 1 pinch of finely ground ginger

- 1 Bring 250 ml of water to simmering and add a sachet of jasmine tea and a sugar stick to the water.
- 2 Measure out 20 ml of ginger-and-lemon syrup and pour it into a glass.
- 3 Prepare a coffee.
- 4 Fill the glass with 80 ml of jasmine tea.
- **5** Grate a little ginger and sprinkle it over the drink.
- 6 Stick a slice of ginger onto the glass as a garnish.

Stir and enjoy. Cheers!













# **Anniversaries**

### Switzerland

40 years



Oskar Utz Service, irons



Marcel Hofacker Service, coffee

# 30 years



Roger Nussbaumer Spare parts



Field services, JURA Vertrieb (Schweiz) AG

## 25 years



Edward Charnaud Head of Global Marketing



Irene Meister Customer service

# 25 years



Thomas Fournier Management Services, Managing Board



Emanuel Probst General Manager



Evelyné Altermatt TOP-tronic



Sandra Marti Product Marketing International

# 10 years





Regina von Rohr

Service, irons

Paula Bader-Ackermann Sales consultant





Ornella Cattaneo Service, coffee

# 15 years



Michel Leist E-Business



Reto Peduzzi POS logistics & events



Tahire Ramadani Service, coffee



Cyrill Ackermann Service, coffee





Kurt Blaser Head of SCM, QA & Services

### 10 years



Ronja Cannella Product world JURAworld of Coffee



Beat Gerber Development OEM/Techn. product management



Monika Gunziger Coffee lounge



Patrik Huwiler Distribution management, JURA Vertrieb (Schweiz) AG



Carmen Lenz Sales consultant



Matthias Rilk Technical editing

### Switzerland

10 years



Patrick Rüfenacht TOP-tronic

Margrit Trivella-Braun Sales consultant

# Germany

15 years



Elke Baumann Administrator Central services



Executive Management JURA Gastro

10 years



Sonja Demmelmayr Secretariat Strat. services management, JURA Gastro



Administrator Professional internal sales services



Iris Wulf JURA Gastro



Finance and invoicing,







Kevin Hoogduin Service engineer Professional



Mike van Tol Support



Ferdi van Zon Support

# **Obituaries**

# Paul Peier

27.11.1925 - 09.07.2016 8 years of service; Machine inspector (final inspection)

## Erich von Arx

20.12.1946 - 31.08.2016 39 years of service; Head of facility management

## René Knechtli

20.07.1955 - 04.09.2016 19 years of service; Service, logistics

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# 15 years



Björn Hefner Head of internal distribution services

10 years

Wolfgang Jänicke

Netherlands 12,5 years

Trainer FFC seminars

Mary Hendriks Back Office employee

Gunar Langer External sales







# 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.

SWISS 🔂 MADE

The J6 from JURA impresses even the most discerning coffee lovers and connoisseurs – like Roger Federer. The multi-award-winning all-round design is a delight to the eye. The perfect ristretto and espresso are guaranteed thanks to a top innovation: the Pulse Extraction Process (P.E.P.®). Thanks to the fine foam technology, specialities such as cappuccino, latte macchiato and flat white are prepared to the same exquisite standard as in the best coffee bars. The self-explanatory operating concept with TFT display makes the machine intuitively easy to use. If preferred, the J6 can even be operated via the app for smartphones and tablets. In addition, the filter is automatically detected by the Intelligent Water System (I.W.S.®). JURA – If you love coffee.