

# Produkt Marketing Information



S8 2020 (EA) / (SA)



Labeling General

**Product Name:** S8 **Article number:** S8 Chrome (EA) 15380

S8 Piano Black (EA) 15381

S8 Moonlight Silver (EA) 15382

S8 Chrome (SA) 15383

S8 Moonlight Silver (SA) 15384

**EAN-Code:** S8 Chrome (EA) 7610917153800

S8 Piano Black (EA) 7610917153817

S8 Moonlight Silver (EA) 7610917153824

S8 Chrom (SA) 7610917153831

S8 Moonlight Silver (SA) 7610917153848

**Version:** EU / CH

Launch: IFA 2020

**Availability:** Oktober 2020

#### Information

+ 12,2 % Aromasteigerung



#### **Professional Aroma Grinder**

12.2%\* more aroma and consistently high grind quality over the entire service life are the defining features of the Professional Aroma Grinder. The perfected grinder geometry achieves the optimum grinding curve. So: A higher proportion of fine particles in the grounds guarantees that the flavours unfold to perfection.

In addition to the new grinder, the S8 still impresses with its variety and aesthetics. With its clear cut, sculptural design, the stylish S line exudes quality and precision in every way. It combines the best of the compact class with elements of the premium segment, including a hint of GIGA. It creates the full range of speciality coffees to an impressive standard of quality at the touch of a button. With state-of-the-art comfort thanks to its generous 4.3" touchscreen colour display, it is intuitively easy to operate.





#### Benefits

- Professional Aroma Grinder for ideal grinding results over the entire service life
- 4.3" touchscreen colour display with sophisticated operating concept for intuitive navigation
- Professional fine foam frother<sup>G2</sup> for speciality coffees with the best milk foam quality
- One-Touch function for 15 speciality coffees from espresso to latte macchiato



### Specialities

- Ristretto
- Espresso
- Coffee
- Cappuccino
- Milkcoffee
- Latte macchiato
- Hot water

- 2x Ristretto
- 2x Espresso
- 2x Kaffee
- Flat White
- Macchiato
- Milkfoam
- Portion of milk foam
- Hot water for green tea

### **Packaging**

#### Picture box of JURA



Gross weight: 12.0 kg

Net weight: 10.0 kg

Carton dimensions: 59.5 x 39.5 x 50.0 cm

Kartons/Pal: 32

# Scope of delivery

- Smart Connect
- CLARIS Smart incl. Filter extension
- Milk system cleaner
- Container for milk system cleaning
- Measuring spoon
- Instruction for use
- Aquadur strips
- Cleaning tablets
- Milk set
- Warranty conditions
- Envelope
- Set up card
- Adress label
- Mr. Clean broschure
- Supplement sheet for Smart Connect



# Launch measures

- Product sheet
- Full range broschure
- Selling points
- Online Academy
- Product film
- JURA product website

# Product Manager and Date

Raphael Schneider, 24.03.2020