

Press release

Hot, Cold and Light Brew

JURA develops a new brewing process for ready-to-drink indulgence, to be launched with ENA 5

Niederbuchsiten, ##.##.#### – JURA has managed to come up with something entirely new using its **Light Extraction Process: the Light Brew**. Prepared at a brewing temperature of approx. 60 °C, the **Light Brew** offers ready-to-drink indulgence and sets itself apart with a completely original taste experience. The **ENA 5** is the first automatic coffee machine model to master the **Light Extraction Process**.

The compact format of the ENA 5 offers three different brewing processes: Hot, Cold and the brand new Light Brew. Using less coffee and extracted at a brewing temperature of approx. 60 °C, the Light Brew represents the ultimate ready-to-drink indulgence.

The ENA 5 is characterised by the high standard of the compact class, while incorporating the innovation of JURA's technologies. It presents itself as an automatic coffee-only machine that satisfies the desire for something special. The touchscreen colour display shows the three brewing worlds with various background colours. Coffee preferences are easily found just by browsing through the menu.

When it comes to overall look and feel, the ENA 5 has been created in line with JURA's characteristic design, which has elevated the automatic coffee machine to an object of timeless interior style. The rounded details of the housing are beautifully combined with the overall linear design, really catching the eye. Even the water tank, with its large diamond pattern, and the chromium-plated coffee spout make a visual statement.

The ENA 5 oozes a unique elegance in the Night Inox colour. Coffee-lovers who appreciate innovation and top quality are set to be impressed.

Main features

- Hot Brew: intense espresso and coffee thanks to the P.E.P.[®] and standard brewing process
- Cold Brew: pulsing cold water at high pressure in line with the espresso method
- Light Brew: for mild, ready-to-drink indulgence

What makes the ENA 5 so special?

With the ENA 5, JURA has established a new brewing process for ready-to-drink indulgence and, with it, created an entirely new coffee experience. The ENA 5 underscores the pioneering spirit of JURA and illustrates once again that the company is a leading innovator in this sector.

Light Brew explained

Light Brew serves up an entirely new taste experience in the world of coffee. Feedback from tastings included descriptions such as "light and airy" or "mildly aromatic". These impressions were largely left by the Light Extraction Process, as well as the small amounts of coffee used during preparation. The Light Brew is brewed at a temperature of approx. 60 °C, which extracts those coffee aromas that would otherwise be lost with Hot and Cold Brews. What makes the Light Brew so special, however, is the new coffee experience it offers: the ultimate ready-to-drink indulgence.



- Hot Brew: intense espresso and coffee thanks to P.E.P.® and standard brewing process.
- Cold brew: extracted with high-pressure pulses of cold water using the espresso method.
- Light Brew: the ultimate, mild ready-to-drink beverage.
- Elegant and unique: the ENA 5 Night Inox reinterprets beauty and coffee enjoyment.

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JURA Elektroapparate AG, founded in 1931 and based in Niederbuchsiten, Switzerland, is the innovation leader in automatic speciality coffee machines. It's products are synonymous with perfect coffee, made from fresh beans at the touch of a button and always freshly ground, not capsuled. The product range includes both machines for domestic use and professional models. In recent years, the long-established Swiss brand has grown to become a global player, operating in around 50 countries.

Further information

JURA Elektroapparate AG
Media Office
Kaffeeweltstrasse 10
4626 Niederbuchsiten, Switzerland

jura.com/mediainfo