



For Immediate Release

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JURA E8 – An Evolution of our Most Coveted Machine

Fifth-generation E8 with new smart tech features, award-winning design

MONTVALE, NJ— Three worlds of indulgence, new smart technologies, and a sophisticated evolution to its iconic design define the fifth generation of JURA's best-selling fully automatic coffee machine – JURA E8. More versatile and streamlined than ever, the E8 delivers 27 specialties across Classic Hot Brew, Light Brew, and Sweet Foam. With the J.O.E.® app, users can schedule brewing with the Coffee Timer so fresh coffee is ready exactly when they want it, while the integrated Quality Assistant makes daily maintenance easy, ensuring consistent performance over time.

27 Specialties, Three Worlds of Indulgence

With 27 coffee specialties available at the touch of a button, the new E8 invites users to explore three worlds of indulgence:

Classic Hot Brew is prepared traditionally for a rich aroma and full-bodied flavor.

Light Brew automatically grinds up to 10% less ground coffee and brews at a lower temperature, producing a smoother, lighter specialty that's ready to enjoy immediately.

Sweet Foam gently infuses milk foam with a hint of flavored syrup to both hot and light specialties, opening the door to personalized favorites.

Smart Technology That Works Around You

The fifth-generation E8 integrates intelligent features designed to fit seamlessly into everyday life. When equipped with the Wi-Fi Connect V2 (sold separately) and using the J.O.E.® app, users can schedule freshly ground coffee with the Coffee Timer, so a perfectly prepared cup is ready first thing in the morning or right after dinner.

The machine also features JURA's Quality Assistant, an automated maintenance system that monitors hygiene, filter usage, and cleaning cycles. By guiding users through care and upkeep, the E8 ensures consistently excellent coffee while helping maintain peak performance over time.

Precision Grinding, Perfect Flavor

At the heart of every great cup is freshly ground coffee. The E8 is equipped with the Professional Aroma Grinder (P.A.G.2), which delivers precise, uniform grinding for optimal flavor extraction. The grinder rests between brewing cycles, reducing wear and extending its lifespan while maintaining consistent results.

Designed to Perform—and Impress

With its clean lines, premium materials, and new slimmer profile, the E8 is engineered for long-term performance and timeless appeal. A high-resolution 3.5-inch display with clear graphics makes navigation intuitive, guiding users effortlessly through drink selection and customization. Every detail reflects Swiss precision, ensuring the E8 looks as good as it performs for years to come.

The E8 Moonlight Silver won the prestigious international iF Design Award 2026 in the Kitchen Appliances category for Product Design, recognizing innovation and outstanding design.

The JURA E8 has an actual retail price of \$2,599. It comes in Midnight Silver and Piano Black and is sold at Williams Sonoma, Sur La Table, and [jura.com](https://www.jura.com).

JURA also offers a full range of Accessory and Care Products. The Wi-Fi Connect V2 (\$75, sold separately with the E8) enables smart convenience with the J.O.E.® app. The best-selling Cool Control, a countertop milk cooler that connects to a JURA machine, keeps milk at the optimum temperature for preparing coffee specialties with milk. (\$349 for 0.6 Liter and \$449 for 1.0 Liter.) JURA also offers compact milk containers that can connect with a JURA machine, including the Glass Milk Container (\$60) and Milk Carafe (\$90). Keep one or more in the fridge, with your choice of milk or non-dairy alternatives, and switch them out to accommodate different tastes and preferences.

JURA offers the largest assortment of fully automatic coffee machines, with actual retail prices ranging from \$1,199 to \$5,499. For more information, visit [jura.com](https://www.jura.com).