



For Immediate Release

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JURA Inc.: jura.com

JURA Introduces the Award-Winning J10 twin Two Grinders for Two Types of Beans. Endless Premium Coffee Experiences

MONTVALE, NJ – The new, award-winning JURA J10 twin fully automatic coffee machine prepares an impressive range of up to 46 Hot, Light, Cold, and Sweet specialties without compromise. Equipped with two P.A.G.3+ precision grinders, the J10 twin allows two different types of coffee beans to be used simultaneously—essentially combining two automatic coffee machines into one.

Classic Hot, Light Brew, Cold Brew, Sweet Foam

The J10 twin accommodates a wide range of preferences, from caffeinated to decaffeinated, light to dark roast, or beans from different origins. Different tastes can be served back-to-back without emptying the bean hopper—such as a decaf coffee alongside a traditional espresso—making it easy to personalize every cup. Coffee with or without caffeine? Hot espresso or a sweet, cold brew latte? The answer is the J10 twin.

Classic Hot Brew – From intense espresso to a creamy cappuccino, classic hot specialties are brewed with rich aroma and precise extraction.

Light Brew – Specialties are prepared with JURA's Light Extraction Process, which automatically grinds 10% less coffee and brews at a lower temperature, resulting in a mild, aromatic specialty that's ready to enjoy immediately.

Cold Brew – Enjoy a coffeehouse experience at the touch of a button with JURA's exclusive Cold Extraction Process, which pulses cold water through freshly ground coffee under high pressure for clean, refreshing flavor.

Sweet Foam Function – Gently infuses milk foam with a hint of flavored syrup to elevate and customize classic hot, light brew, and cold brew specialties.

Intuitive Touchscreen for Personalized Coffee

The full-color Panorama Coffee Panel offers a clear overview of available specialties and settings with intuitive touchscreen operation. Favorites can be selected, customized, and saved with simple swipes and taps. Adjustments such as grind

fineness, bean selection, and coffee-to-milk ratios allow each specialty to be tailored precisely to individual taste.

Designed for Performance and Longevity

A marvel of Swiss engineering, the J10 twin incorporates its dual high-performance grinders in a compact footprint. The P.A.G.3+ grinders deliver consistent, precise grinding while actively monitoring grind quality for optimal aroma control. Between preparations, the grinders switch to rest mode, reducing wear and supporting long service life with consistently exceptional results.

Thoughtful attention to detail is evident throughout the machine, from the height-adjustable coffee spout to the sealed bean container lids. With its modern design, high-quality materials, and refined craftsmanship, the J10 twin represents JURA's commitment to premium performance, durability, and ease of use.

The J10 twin Diamond Onyx won the prestigious international iF Design Award 2026 in the Kitchen Appliances category for Product Design, recognizing innovation and outstanding design.

The JURA J10 twin has an actual retail price of \$3,799. It comes in Diamond Black and the new Diamond Onyx and is sold at Williams Sonoma, Sur La Table, and JURA.com. The Diamond White finish is exclusively available at Crate & Barrel.

JURA also offers a full range of Accessories and Care Products. 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).