



Press release

## **X10**

### **The professional solution for hot and cold speciality coffees – versatile, resilient and reliable.**

Niederbuchsiten, 11 September 2023 – **When it comes to versatility, the X10 raises the bar. Its repertoire includes 36 different speciality coffees, nine of which are cold-extracted. The X10 performs fully automatic cold extraction, which enables it to prepare Cold Brew coffee to a professional standard. As well as being exceptionally versatile, this professional machine features the P.A.G.2+ grinder and impressive functionality. The X10 is the perfect size for offices, self-service areas or catering situations where up to 80 beverages are prepared daily.**

#### **Cold Brew at the touch of a button**

The X10 brings Cold Brew coffee to your office or self-service area. The coffee is freshly ground at the touch of a button, not capsuled, and cold-extracted with the Cold Extraction Process developed by JURA. The freshly ground coffee is extracted with cold water that is slowly pulsed through it at high pressure. This process allows the fruity aromas to develop to the full.

#### **A range of specialities for every taste**

The X10 caters for a wide range of tastes. Designed for maximum gourmet enjoyment, the professional machine offers a menu of 36 speciality coffees. Its repertoire ranges from classics (such as espresso and cappuccino) to double specialities with milk and milk foam (such as latte macchiato), and from long specialities (such as americano and lungo) to Cold Brew. All prepared at the touch of a button and now dispensed into the cup from the central dual spout.

#### **Resilient and refined**

The X10 combines design with functionality, to a very high standard. The height-adjustable spout serves as a hot water, milk and coffee spout in one and makes the machine very simple to use. The redesigned front panel in Dark Inox underlines the professional aspect and timeless elegance of this model. The X10 is also convenient and intuitive to operate thanks to the 3.5-inch display. Integrated into the front panel and complemented by physical buttons, the display highlights the fact that the machine is designed to be simple to understand and use.

#### **Supports modern payment methods**

The X10 can be used in conjunction with JURA's MDB interface. This allows the coffee machine to support the most widely used payment systems, for maximum flexibility and simplicity. Thanks to the integrated service socket, it can also be used with JURA Pocket Pilot. This free software from JURA includes a free accounting and management system.

---

*JURA Elektroapparate AG, founded in 1931 and based in Niederbuchsiten, Switzerland, is the innovation leader in automatic speciality coffee machines. The company's products stand for the perfect coffee result from fresh beans, always freshly ground and extracted at the touch of a button. 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.*



**More information**

JURA Elektroapparate AG  
Medienstelle/Press Office  
Kaffeeweltstrasse 10  
4626 Niederbuchsiten, Switzerland

[jura.com/mediainfo](http://jura.com/mediainfo)