

JURA Accessories and Care Products Set Sales Records for the Brand

MONTVALE, NJ — JURA Accessories and Care Products are now a major growth category for the brand, with a sales increase of over 27% in the first half of 2020. With more than 20 SKUs, this category includes milk containers and coolers, frothers and frothing accessories, cup warmers, accessory drawers, care and cleaning products, and Smart Connect, which allows select JURA automatic coffee machines to be operated from a smartphone or tablet via the brand's exclusive free app.

“A JURA automatic coffee machine is a big sale in kitchenware, but it's just the beginning. It's an opportunity for add-on sales of premium accessories, and for merchandising care products that will keep a customer coming back to buy again and again. It's about educating sales associates for suggestive selling that can multiply the impact of the original sale,” said David Shull, Executive Vice President, Marketing and Communications, for JURA Inc.

All JURA Accessory and Care Products are currently available for shipment. Top selling items include Cool Control, a countertop milk cooler that connects to JURA automatic coffee machines with integrated milk frothers, and the JURA Cup Warmer, which keeps cups at 131°F, ideal for optimizing coffee specialties after brewing.

The trend-forward JURA Smart Connect device with Bluetooth® communication is another reason for the growth of the category. It is designed to be used with J.O.E.® (JURA Operating Experience), an exclusive free app. With J.O.E.®, the user can easily operate the machine from a smartphone or tablet – to personalize favorite beverages, initiate brewing, view maintenance instructions and videos, order filters  and more.

JURA offers the largest assortment of automatic coffee machines, with actual retail prices ranging from \$799 to \$5,999. For more information, visit jura.com, call 800-767-3554, or email contact@us.jura.com.