



## Zuriga Coffee, for coffee addicts

A few years ago, environmental engineer Moritz Güttinger decided to take a closer look at his coffee machine, and realized that the technology inside it was neither modern nor especially efficient. It became apparent that little progress had been made in this field since the 1970s, so Moritz took it upon himself to create a brand-new coffee machine design. It had to be quick, efficient and – of course – make excellent coffee. The result was Zuriga, a portafilter machine guaranteed to excite both coffee connoisseurs and design enthusiasts. Thanks to the newly developed boiler, the machine heats up and is ready to go within two minutes. It has no energy-consuming standby mode, either: the heating element automatically switches off if it hasn't been used for 15 minutes. Made of stainless steel and walnut, the system has proven popular, with ever-increasing demand. Even so, Moritz and his team aren't content to rest on their laurels and are constantly working on new ideas. This spring, they are planning to release a machine fitted with a steam wand. This will be followed by a coffee grinder in the signature Zuriga design in the fall.

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The team produces its machines in a room belonging to the former SBB workshop in Altstetten. All the individual components are neatly stored on the assembly line, which is right next to the workstations in the office, with not a single screw out of place. The company now has eight people on its books, one of whom assembles every single machine by hand. Where possible, the individual components are sourced from Swiss producers, 80 % of whom are located within 100 kilometers of the city of Zurich. Zuriga maintains personal relationships with all of its suppliers and has even developed some parts in collaboration with them. The brand also believes it is important to be in close contact with customers, so they're welcome to visit the production site or the new Zuriga store, which is set to open on Zollstrasse in late summer. In time, the store plans to hold barista courses that will enable coffee lovers to expand their knowledge of the miracle brew. During your visit, you'll also find out why Zuriga came to adopt a small elephant for its logo.

**Where to buy & try:** in the Zuriga workshop and online. *Hohlstrasse 418, Zurich.* » [zuriga.coffee](http://zuriga.coffee)