

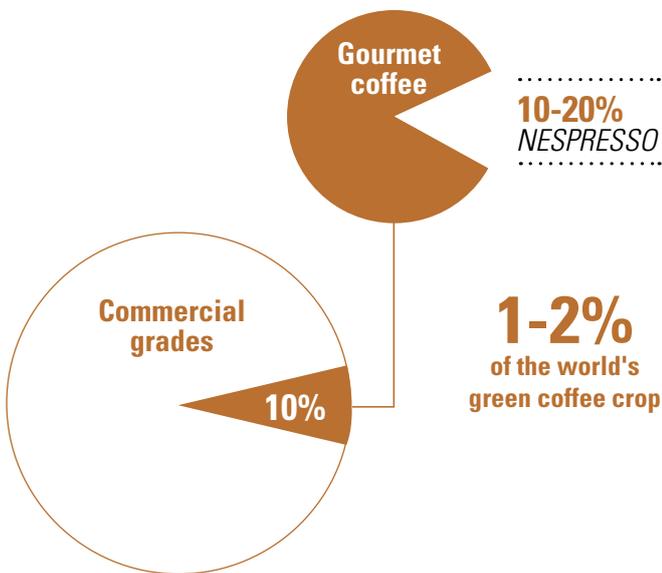
CREATING HIGHEST QUALITY GRAND CRU COFFEES



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For more information on *Nespresso*, please visit:
www.nestle-nespresso.com

Nespresso offers consumers exquisite Grand Cru coffees produced from an exclusive selection of the finest green coffee grown in the world. Our selection of exceptional blends and pure, single origin coffees is specially developed to suit every taste preference and to be at home in every environment. Only 1-2% of the coffee grown globally meets our specific taste and aroma profiles and our high standards of quality.



Our coffee experts in our state-of-the-art production centres specially blend, roast and create each Grand Cru and then preserve their taste and aroma inside the hermetically sealed, iconic *Nespresso* capsules.

Nespresso is involved in every aspect of the coffee value chain from the coffee tree to the coffee cup. This allows us to guarantee consumers unsurpassed coffee quality in every cup of *Nespresso* coffee. *Nespresso* is not just coffee. It is a genuine experience that combines perfection and pleasure, simplicity and aesthetics.

SOURCING

We constantly travel to and visit the world's top coffee-growing regions. We create long-term relationships with farm communities so that we are able to select individual crops by their quality and aroma profiles and bring this home to our consumers around the world. To us, coffee is more than a commodity. While others buy coffee on global markets, sight unseen, we always want to know what we are buying, where it comes from, how it has been grown and what taste and experience it will provide in the cup.

In 2003, we put in place our unique AAA Sustainable Quality™ Program, developed in collaboration with the Rainforest Alliance.

To us,
 coffee is more than
 a commodity.

The program is based on the direct relationship with individual farm communities and over 62,000 farmers. At the end of 2013, 84% of our green coffee was sourced from AAA Program farms. The program seeks to ensure the highest quality and sustainability in our coffee supply chain, while helping to improve the standard of living for farmers and their families.

BLENDING, ROASTING AND GRINDING

Extreme care and attention is invested in the blending, roasting and grinding processes by passionate and skilled experts in our two state-of-the-art production centres in Switzerland.

The *Nespresso* coffee experts orchestrate the subtle interplay of each coffee's complex properties, including acidity and body, to compose a range of Grand Cru coffees with unique flavour and aroma profiles and a tantalising crema.

THE RANGE

Nespresso offers the widest range of Grand Cru coffees. There is a variety for every taste and occasion, and each *Nespresso* Grand Cru offers unique aromatic notes to meet individual taste preferences.



22 Grands Crus for home enjoyment

Our consumers can choose from our unique collection of premium coffees plus several Limited Editions for enjoyment at home:

- 9 Espresso blends
- 3 Lungo blends
- 3 Decaffeinated blends (2 Espressos, 1 Lungo)
- 4 Pure Origins (3 Espressos, 1 Lungo, each exclusively composed 100% of coffees sourced from a single country of origin)
- 3 Variations (Flavoured Espressos)
- In addition to its permanent collections, *Nespresso* typically introduces several extraordinary and rare Grands Crus for a limited period each year.

9 Grands Crus for fine restaurants, hotels and offices

- 3 Ristretto blends
- 2 Espresso blends
- 2 Lungo blends
- 2 Decaffeinated blends