The Nespresso story began with a simple but revolutionary idea: enable anyone to create the perfect cup of coffee – just like a skilled barista. From its beginning 30 years ago, the Nespresso brand concept has redefined and revolutionized the way millions of people enjoy their coffee today and has shaped the global coffee culture.

Nespresso has evolved from the pioneer and trendsetter into the reference in the portioned coffee segment through a singular focus on delivering the ultimate coffee experience to consumers cup after cup. Although coffee is at the heart of all we do, consumer pleasure is why we do it. This focus is the cornerstone upon which the company was created and the foundation that has fostered the incredible growth that our brand has enjoyed over the last 30 years.

The Nespresso history is marked by our passion for perfection and track record of continuous innovation to consistently deliver the highest quality coffee tasting experience to consumers worldwide. From the range of our Grand Cru coffees to the unique Nespresso system, and from the brand to our commitment to service and our sustainability approach, we have been constantly enhancing and reinventing how consumers experience their coffee through every facet of our business.

FIVE PHASES OF GROWTH AND INNOVATION

1986 - 1994
PIONEERING YEARS: TRIAL AND ERROR
Founded as a company wholly owned by Nestlé SA, Nespresso introduced its first machines and launched the first four Grand Cru varieties. The Nespresso system and business model were constantly refined, with a focus on continually enhancing the consumers’ coffee experience. As the company started to gain scale in key European markets, the growth of a brand community surrounding Nespresso began to take shape.

1995-1999
START-UP PHASE: LAYING THE FOUNDATION
Innovation and investment power growth and bring Nespresso to financial break-even. Each year, Nespresso introduces new innovative machines both in the B2B and B2C sectors. The range of Grand Cru coffees continues to expand as does the growing community of Nespresso Club Members. Nespresso pushes its services to new heights, launching its first-ever e-commerce website, enabling 24/7 direct on-line ordering.

2000 - 2005
CREATING A GLOBAL BRAND
As Nespresso expands geographically, the company’s growth accelerates. Nespresso coffee machines are continually re-invented with innovative design and features to offer consumers ever more convenience. A broader range of Grand Cru – including the first Limited Edition coffee in 2001 – is introduced to surprise consumers with new coffee tasting experiences. The launch of the Nespresso boutique concept in 2000 brings to life the Nespresso brand experience for consumers. It is set to spread globally in the years to come. The company launches its unique sustainable quality coffee sourcing program.

2006 - 2012
SHAPING THE GLOBAL COFFEE CULTURE
The Nespresso success is driven by a continued focus on creating highest quality coffee, long-lasting consumer relationships, and sustainable business success. New machines continue to push the boundaries of innovation, style and design. Nespresso expands its coffee expertise by creating unique new blends to continue to delight its consumers. Sponsorship of prestigious events, the first brand ambassador and an expanding network of boutiques all contribute to setting Nespresso as a well-recognised brand globally. With the launch of Ecolaboration™ and the commitments made to reduce the overall environmental impact of its operations, the company firmly anchors its sustainability leadership in the coffee industry.

2013 - TODAY
SOLIDIFYING GLOBAL COFFEE LEADERSHIP
Nespresso consolidates its position as reference in the dynamic portioned coffee segment. Coffee, machine and service innovations continuously reinvent consumers’ experience and offer them extraordinary coffee moments. Nespresso reinforces its milk expertise. The brand accelerates its expansion in North America with the introduction of Vertuoline, a revolutionary machine catering to local preferences for large cup coffees. Nespresso reinforces its ties with leading chefs and sommeliers around the world and positions itself as a partner of choice for high gastronomy. The company sets its ambition to become the highest quality and most sustainable portioned coffee brand through its Positive Cup sustainability strategy.
During the 1970s, a Nestlé R&D team started development on a project to redefine the art of espresso making. The idea was simple yet revolutionary: to enable anyone, in their homes and work places, to make the perfect espresso coffee, just as those served in the best Italian coffee bars.

**1986**
- Nespresso SA is founded with a staff of five employees. The product is launched in the first test markets of Switzerland, Italy and Japan, with an initial focus on the business to business sector.
- Nespresso distinctive logo is introduced.
- The first four Grand Cru varieties, Capriccio, Cosi, Decaffeinato and Bolero (later known as Veneto and now Volluto) are launched.
- The first Nespresso machines are introduced with a handheld capsule holder that mimics the traditional barista movement.

**1989**
- The Nespresso Club concept is introduced to provide a range of customer services.

**1991**
- The first Nespresso capsule recycling program is introduced in Switzerland.
- The Nespresso system is launched in the household sectors in France and the United States.

**1995**
- Nespresso reaches the break-even point and begins to turn a profit.
- Manufactured by Aerolux, the first aviation Nespresso machine is installed on Swissair, setting the stage for 1st Class brand exposure.

**1996**
- The first Nespresso Internet site offers a platform to promote Nespresso coffee expertise and products.

**1998**
- The company changes its name to Nestlé Nespresso SA.
- An enhanced version of the Nespresso Internet site launched in 1996 provides Club Members 24/7 direct online ordering of Nespresso products.
- A new Nespresso B2B commercial system is launched to provide convenient solutions to small and medium sized business as well as the premium hotel and restaurant sector.

**2000**
- The first Nespresso boutique is opened as a concept store on the Rue du Scribe in Paris.

**2001**
- Nespresso launches the Concept machine that, for the first time, eliminates the need for the manual capsule holder. This open-jaw innovation introduces a simplified gesture and a cleaner use.
- Blue Batak from Sumatra becomes the first of a new Limited Edition selection of specialty coffees to be offered in the spring.

**2002**
- The first dedicated Nespresso Production Centre commences operation in Orbe, Switzerland.

**2003**
- Nespresso launches its unique AAA Sustainable Quality™ Program, in collaboration with the Rainforest Alliance, to ensure the sustainable production of highest quality coffee and improve farmers’ welfare.
- Nespresso becomes a co-sponsor of Team Alinghi, Defender of the 32nd America’s Cup.

**2004**
- The Lungo range is introduced, along with milk and iced coffee recipes, bringing the total number of Nespresso Grand Cru to 12.
- The Essenza machine is launched, introducing the innovative top loading drop-in capsule concept that has influenced all subsequent Nespresso coffee machine designs.
2000 - 2005  CREATING A GLOBAL BRAND

- The first campaign with George Clooney, chosen by Club Members as Nespresso Brand Ambassador, is released.
- The first Nespresso flagship boutique opens on the Champs-Elysées in Paris.
- The Latissima machine is introduced, with technology that allows the preparation of fresh milk, specialty coffee recipes at the touch of a button.
- Nespresso launches its Ecolaboration™ program, consolidating all sustainability efforts across the value chain, and sets three commitments to achieve by the end of 2013 in regards to coffee sourcing, disposal of capsules for recycling, and the reduction of carbon footprint emissions.
- The 200th Nespresso boutique is opened in Shanghai, while openings in Brussels, Miami, New York and Sydney among others bring the number of boutiques worldwide to 215 at year end. Opened in October, the Münich boutique showcases a new retail concept to personalise consumers’ shopping experience.

2006 - 2012  SHAPING THE GLOBAL COFFEE CULTURE

- Nespresso launches the Nespresso Cube, an innovative automated retail concept, introducing a new way of shopping and pushing the limits of personalised services.
- Nespresso launches its 2020 sustainability vision, called The Positive Cup, with ambitious targets in the areas of coffee sourcing & social welfare, aluminium sourcing, use and disposal and resilience to climate change.
- Nespresso sets to revolutionize the North American coffee market with the launch of VertuoLine™, an innovative system based on centrifusion technology catering to large-cup coffee preferences.

2013 - today

- Nespresso introduces 3 new decaffeinated Grands Crus matching aromatic profile with three of the most popular Grands Crus – Vivalto Lungo Decaffeinato, Volluto Decaffeinato and Arpeggio Decaffeinato, bringing its range to 23 Grands Crus. The professional range is extended with 2 new Pure Origins Grands Crus, reaching 11 Grands Crus. The VertuoLine range is enriched with Caramelizio and Intenso, 2 new large-cup coffees, reaching a total of 14 Grands Crus.
- The boutique network exceeds 450 with openings in Milan, Auckland, Bucharest and Dakar among others.
- Nespresso introduces an innovative premium coffee shop experience in Vienna with the first-ever Nespresso Café.
- Nespresso inaugurates its third production centre in Romont, Switzerland.
- George Clooney becomes Nespresso global brand ambassador by extending his relationship with the brand in North America.
- Nespresso launches SULUJA to SOUTH SUDAN Première Edition, a Limited Edition based on the first coffee exported from South Sudan since the civil war.
**HISTORY OF NESPRESSO GRAND CRU COFFEES - CLASSIC LINE**

1986  Capriccio  Decaffeinato  Bolero (now Volluto)
1991  Roma
1993  Toscana (now Arpeggio)
1995  Livanto
1997  Ristretto
2000  Decaffeinato Intenso
2004  Vivalto Lungo  Finezzo Lungo  Decaffeinato Lungo
2006  Dulsão do Brasil  Rosabaya de Colombia  Indriya from India  Fortissio Lungo
2009  Linizio Lungo  Ciocattino Variations  Vanilio Variations  Caramello Variations  Kazaar  Dharkan
2014  Bukeela ka Ethiopia  Arpeggio Decaffeinato  Vivalto Lungo Decaffeinato  Volluto Decaffeinato

**HISTORY OF NESPRESSO PROFESSIONAL GRAND CRU COFFEES**

1996  Caffepresso n°1 (now Ristretto)  Caffepresso n°2 (now Lungo Forte)  Caffepresso n°4 (now Espresso Forte)  Caffepresso n°6 (now Espresso Leggero)  Decaffeinato (now Espresso Decaffeinato)
2003  Caffè Leggero (now Lungo Leggero)
2008  Lungo Decaffeinato
2009  Ristretto Origin India
2014  Ristretto Intenso
2015  Espresso Origin Brazil  Lungo Origin Guatemala

**HISTORY OF NESPRESSO GRAND CRU COFFEES - VERTUOLINE**

2014  Stormio  Odacio  Melozio  Elvazio  Hazelino  Vanizio  Decaffeinato  Half caffeinato  Diavolitto  Altissio  Voltesso  Decaffeinato intenso
2015  Caramelizio  Intenso

**HISTORY OF NESPRESSO MACHINES**

- C100
- Aerolux
- Alessi
- Saeco automate
- Essenza
- Le Cube
- Aeroccino+
- Lattissima+
- Pixie
- U
- Vertuo
- KitchenAid
- ES100 (B2B)
- C200
- Concept
- ES80 (B2B)
- Aeroccino
- Lattissima
- Criz
- Maestria
- Inissia
- Lattissima Touch
- Gemini (B2B) SN70 Romeo
- Zenius (B2B) Aglia 420 (B2B)
- Aglia 220 (B2B)
- Evoluo
- Maestria
- Inissia
- Lattissima Touch
- Gemini (B2B) SN70 Romeo
- Zenius (B2B) Aglia 420 (B2B)
- Aglia 220 (B2B)
- Evoluo
- Maestria
- Inissia
- Lattissima Touch
HISTORY OF NESPREsSO
LIMITED EDITIONS GRAND CRU COFFEES

1994  First Special Club
1995  Special Club with Kenya and Costa Rica coffees
1996  Special Club with Costa Rica coffee
1997  Special Club with Sidamo coffee
1998  Special Club with Kenya, Yemen and Guatemala coffees
1999  Special Club with Yirgacheffe and Montana Verde coffees
2000  Special Club with Kilimandjaro and Sulawessi Kalossie coffees
2001  Blue Batak from Sumatra Limited Edition,
      Special Club with Genuine-Antigua coffee
2002  Sidamo and Mysore Limited Editions
2003  Korgua and Tarrazu Limited Editions
2004  Yunnan and Ixhuatlán Limited Editions*
2005  Sandona and Senang Limited Editions*
2006  Bourbon Amarelo and Ensibuko Limited Editions*
      First Variations (Vanilla, Apple Cinnamon, Aniseed)
2007  Oà Limited Edition and Kilimandjaro & Tanzania Special Club *
      Almond, Chocolate Orange and Cardamom Variations
      Oà Limited Edition and Kilimandjaro & Tanzania Special Club
2008  Goroka and Jinogalpa Limited Editions*
      Caramel, Crystallized Ginger, Mandarin Variations
2009  Singatoba Limited Edition*
      Gingerbread, Chestnut Cream, Apricot Variations
2010  Tanzaru and Kazaar Limited Editions
      Vanilla, Almond, Caramel Variations
2011  Onirio and Dhjana Limited Editions
      Dark Chocolate, Vanilla Blossom, Cherry Variations
2012  Kazaar and Naora
      Creadlo Limited Editions *
      Hawaii Kona Special Reserve *
      Hazelnut, Macadamia Nut, Coconut Variations
2013  Trieste and Napoli Limited Editions
      Cioccorosso, Masala Chai and Liminto Variations
2014  Cubanía and Colombian Terroirs Limited Editions
      Maragogype Special Reserve
      Hazelnut Dessert, Chocolate Mint, Apple Crumble Variations
2015  Monsoon Malabar and Perú Secreto Limited Editions
      Tribute to Milano and Tribute to Palermo Limited Editions
      SULUJA ti SOUTH SUDAN Première Edition
      Vanilla Amaretti, Ciocco Ginger and Vanilla Cardamom Variations
      Swiss Chocolate Limited Edition (VertuoLine)

* (for professional range too)