

Nespresso meets capsule recycling capacity commitment one year ahead of plan

Recycling capacity already over 75%

Lausanne, SWITZERLAND, 11 September 2012 – Nestlé Nespresso SA, the pioneer and reference of the premium portioned coffee segment, today announced two important developments in its commitment to aluminium sustainability. Firstly the company has reached its 75% capsule recycling capacity objective one year ahead of plan. In addition, *Nespresso* joined IUCN and other partners in the presentation of the Aluminium Stewardship Initiative at the World Conservation Congress in Jeju, South Korea.

“Aluminium as a material is indispensable for guaranteeing the quality of our exceptional coffee. Moreover aluminium is indefinitely recyclable. That is why we make it easy for our consumers to return their used aluminium capsules - either through national schemes or our own collection systems,” commented Richard Girardot, CEO of Nestlé Nespresso SA. “Even as a relatively small user of aluminium, we see the next stage of our commitment to aluminium sustainability as playing an active part in the multi-stakeholder ASI process together with our partners.”

Making it easy for consumers to recycle used capsules

In 2009, as part of its Ecolaboration™ programme, *Nespresso* committed to put collection systems in place to triple its capacity to recycle used capsules to 75%. Bureau Veritas – a global leader in compliance assessment and certification services – has verified and certified this recycling capacity worldwide. As of 30 June 2012, the official capacity worldwide stands at 76.4%, surpassing its initial commitment to triple capacity.

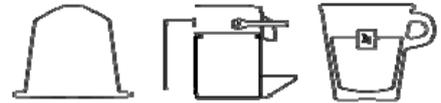
“*Nespresso* started with a dedicated recycling system in its home market, Switzerland, back in 1991. Now 21 years later more than 20 countries have *Nespresso* recycling systems. We have invested heavily to make recycling as easy as possible for our consumers to return their capsules so that the aluminium can be re-used,” said Guillaume Le Cunff, Director of International Marketing and Sustainability of Nestlé Nespresso SA.

Key to reaching the company’s commitment of increasing capacity has been the development of specific *Nespresso* recycling solutions where national packaging recycling schemes have not been available. Those tailor-made solutions include:

- Collection points at *Nespresso* points of sales and capsule delivery
- Collection points in municipal waste collection points
- Courier recovery of used capsules when new capsules are delivered

To date, *Nespresso* has installed about 20,000 dedicated capsule collection points in 19 of its markets. Additionally, *Nespresso* has been able to work constructively with established national packaging schemes in Germany, Sweden and Finland.

Moreover, *Nespresso* has leveraged innovations in technology and developed new partnerships to improve recycling of aluminium in general and its used capsules in particular. “In France, for example, working through Club des Emballages Légers en Acier et Aluminium (CELAA), we have invested in the use of eddy current technology to improve the efficiency of aluminium packaging recovery,” said Mr Le Cunff.



A unique sustainable aluminium value chain process

Since 2009, *Nespresso* has been taking its leadership beyond recycling. *Nespresso* is working with the IUCN, civil society organizations and aluminium industry leaders to create a standard for aluminium sustainability by 2014 within the framework of the Aluminium Stewardship Initiative.

“It is important for everyone in the value chain to take responsibility for promoting the responsible use of aluminium,” said Gerard Bos, Head, Global Business and Biodiversity Programme of IUCN. “*Nespresso* has played a leading role in calling industry to initiate a responsible aluminium standard and has put in place its own successful programs to encourage aluminium recycling by its customers and build recycling capacity for its capsules.”

More information of the *Nespresso* Ecolaboration™ sustainability commitments can be found at <http://www.nestle-nespresso.com/ecolaboration>, with details on the *Nespresso* capsule recycling initiative in: <http://www.nestle-nespresso.com/ecolaboration/sustainability/capsules>. Details on ASI can be found at www.aluminium-stewardship.org/media

Notes to Editors

Definition

The “recycling collection capacity” (collection capacity) is represented by the percentage of capsules sold to *Nespresso* consumers who have accessible collection options for their used capsules for the purpose of recycling.

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About Nestlé Nespresso SA

Nestlé Nespresso SA is the pioneer and reference for highest-quality portioned premium coffee. Headquartered in Lausanne, Switzerland, *Nespresso* operates in more than 50 countries and has more than 7 000 employees. In 2011, it operated a global retail network of 270 exclusive boutiques. For more information, visit the new Nestlé Nespresso corporate website: www.nestle-nespresso.com.

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