

The Nespresso 3 Key Growth Drivers

Creating highest quality
Grand Cru Coffees

Creating long-lasting
consumer relationships

Creating sustainable
Business success

The Nespresso 6 Core Competencies

- Unsurpassed coffee quality and deep coffee expertise
- Unstoppable drive for innovation, distinctive design and in-house R&D expertise

- Passionate global brand community with direct consumer relationships
- Aspirational, global super-premium brand

- Unique Business Model/route to market and exclusive client services
- Unique holistic approach to sustainable quality development