

NESPRESSO®

coffee  
conversation 

*Review*

Aveiro Portugal, June 21<sup>st</sup> 2015

The Quality of the Experience

  
2015  
Second  
International  
Congress on  
**Cocoa  
Coffee  
and Tea**

This review has been assembled by Britta Folmer with approval of the Coffee Conversation participants. The content of this document is not reflecting the Nespresso or Nestlé Group view, but is a comprehensive summary of the views and opinions expressed by the participants of the 2nd Coffee Conversation.

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## ***Preface***

With its delicious aroma and intense taste, coffee is a beverage that consumers can savour either first thing in the morning, during a small break in the day or to complete a meal. Although the consumer may not be conscious of this fact, each coffee provides a unique experience that shapes his or her day.

For the coffee industry coffee starts with the tree and the farmer, and then follows the value chain all the way to the consumer. The aim of the specialty coffee industry is to provide consumers with the highest quality coffee experience. This means offering a great coffee that the consumer will appreciate for its provenance, its story and its aromas, in a way that makes it a great moment. This great moment may be at home, in a restaurant or coffee shop, alone or in the company of friends. However, the question that we at Nespresso asked ourselves was 'what is the deeper meaning of a quality coffee experience?'

In 2013, Nespresso organised the 1<sup>st</sup> Coffee Conversation with the aim of initiating discussion among people with different backgrounds in order to gain different views on coffee. In doing so, we wanted to create new and more precise questions.

The topic of the 1<sup>st</sup> Coffee Conversation was 'How can science help to create new value in coffee?' Within this very broad topic we explored many different areas from the cherry to the consumer. One of the main findings of this conversation was that the coffee industry can create new value for consumers by further enhancing their appreciation of the product.

In this 2<sup>nd</sup> edition, we aimed to consider the consumer appreciation for coffee in more depth, so we focused the debate around 'the quality of the experience'. Although this was a very specific topic, we wanted

to ensure we fostered very diverse perspectives. We therefore invited experts with very different backgrounds to create an informed debate—a conversation with research-based insights and learnings that would allow others to contribute with their own unique perspectives.

The 2<sup>nd</sup> Coffee Conversation took place as part of the Cocotea conference, and we hope that it has provided participants with new inspiration that adds value to their daily jobs. For us, it was enriching to learn from the experts' very diverse perspectives on 'the quality of the experience'. In addition, the debate generated many interesting and precise questions. Why does coffee taste better when you're on vacation? Do people appreciate coffee more when they know more about the artisans that contributed to crafting the product? What role has political history played in defining appropriate behaviour in Russian coffee shops? We've included the answers to these questions and many more in this Review of the 2<sup>nd</sup> Coffee Conversation. We hope you enjoy reading it.

Britta Folmer & Karsten Ranitzsch

### *Acknowledgement*

*We would like to thank Professor Manuel Coimbra from Aveiro University for hosting the Nespresso Coffee Conversation as part of the Cocotea conference.*

## ***Abstract***

On June 21<sup>st</sup>, 2015, the second Coffee Conversation took place in Aveiro, Italy, as part of the Third International Congress on Cocoa Coffee and Tea. The Coffee Conversation brought together experts from academic institutions and industry for an informed discussion around the topic 'The Quality of the Experience'. Four experts from different disciplines delivered presentations with their perspectives on the quality of the coffee experience. This was followed by a roundtable discussion with the speakers and three additional experts, all involved in the development of high quality products for consumers.

From the Conversation, we concluded that the quality of the experience is an incremental process – it starts with a high quality product, but the quality of the product is enhanced in a number of critical ways. The cup in which the coffee is delivered, the place where the coffee is consumed and the wider context of the consumption, for example if the coffee is consumed during a special occasion, all contribute to the total qualitative experience.

In addition, the wider context, political history, and cultural values relevant for the individual person create a deeper meaning for that person—and that also provides an important part of the quality of the experience.

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## ***Introduction***

What is a coffee experience? And what brings quality to the experience? For some people, the quality of the experience starts with the best quality product, while others see it more as a moment of intimacy where the place or the people play the most important role.

The beauty of the nature of coffee – at once both an art and a science - is that depending on the person the answer will be founded in the beliefs, experience and expertise of the person in question. Different perspectives are what make the information richer and more complete.

In the 2<sup>nd</sup> edition of the Nespresso Coffee Conversation we aimed to acquire a better understanding of the overall coffee experience. In order to do this, we decided to move beyond the perspective of coffee experts and also include a wider range of different experts in the discussion.

We started with the perspective of the barista whose job is to deliver great coffee experiences to consumers. What is the added value that the barista can bring and how can he or she--the only person in the value chain who actually prepares the coffee directly for the consumer--help consumers better appreciate the coffee they are consuming? What do a barista's learnings about the consumer tell us about the quality of the experience?

Next, there is the product itself with its myriad of aromas. It is common knowledge that coffees have different flavours and that origin and process conditions impact the final flavour. However, what can novel analytical models teach us about the influence of terroir, processing, and genetic variety on the molecules formed during roasting and extraction into the cup?

We discover a very different perspective through the eyes of an anthropologist who studies people in their daily lives; why they do the

things they do and the value they ascribe to these things. Anthropologists try to understand the bigger meanings behind these daily activities and how they fit within a cultural, historical and political context. The anthropological perspective can help us better understand coffee cultures and the quality of the coffee experience in different people's lives.

Finally, the industrial designer deconstructs the experience in different contributions, studies each individually, and then tries to bring them back together. By taking this approach, we can understand that it's not only the product itself, but also the secondary factors such as functions and cultural values, that contribute to the experience. Once we understand an experience from this perspective, we can design new products that open up new ways of designing for new ways of using.

In addition to these theoretical perspectives on the quality of the experience, we aimed to complete the view with experts who are deeply involved in developing high-quality products for consumers. A wine maker, a coffee developer and a glass maker all try to offer consumers a high-quality product with great sensorial pleasure. But how do these experts consider the consumer experience in their daily jobs?

These are all questions we aimed to answer as part of the informed dialogue between academia and industry on 'The Quality of the Experience'. For the 2<sup>nd</sup> Coffee Conversation, we wanted to foster new insights into the coffee experience and learn more about how the quality dimension can enhance this experience. We hope you enjoy these insights.

## ***THE HOLISTIC EXPERIENCE OF COFFEE QUALITY***

*Peter Giuliano, Specialty Coffee Association of the Americas, USA*

Ethiopia is where humans first discovered coffee and first learned to enjoy it. Still today, the Ethiopian coffee drinking ceremony is an intoxicating experience. It begins with a woman lighting incense. Then she spreads a little grass on the ground, symbolic of the green hills of Southern Ethiopia. The incense fills the room with a beautiful, intoxicating aroma. Then she starts to roast the coffee, and its smell mixes with the smell of the incense, creating a unique aroma.



**Figure 1: The Ethiopian Coffee Ritual.**

To Ethiopians the coffee ceremony is about exchanging information, catching up with family members or old friends, and hearing the news of the village. Conversation is at the heart of the ceremony, and it continues until the woman pours small, intensely flavoured cups of coffee for each guest. Throughout this ritual, the guests enjoy social connections through

conversation and information exchange. Although the Ethiopian ritual dates back hundreds of years, it is typical of the kind of connections people still make over coffee today all around the world.

When coffee moved from Ethiopia across the Red Sea to Arabia and into Europe, some things changed. A woman is not in charge anymore and people typically sit at a table, but the idea of enjoying intellectual conversation, exchanging information and making connections over coffee still persists.

For a long time, it was this way in the Americas as well. Then, in the 20<sup>th</sup> Century, with the industrialization of everything else, coffee was industrialized too. Coffee became a beverage that was fit into the coffee break, as a fuel for the working class. This new mentality brought both a decline in coffee quality and a decline the quality of the experience of enjoying coffee.

In the late 1960s, this began to change as a number of people wanted to rediscover coffee as a culinary beverage. They were again looking for a coffee experience – not the industrial coffee, which had become the norm in America. This specialty coffee movement helped establish the Specialty Coffee Association of the Americas (SCAA), which again tried to focus on the special aspects of coffee. The SCAA's primary goal was to control coffee flavour and quality. This, in turn, helped create standards, such as the green coffee classification, cupping forms and brewing charts.



### ***The producer***

The place where coffee is grown is important because the intersection of cultivar and microclimate create coffee flavour. Sometimes this flavour is also influenced by the unique processing techniques that different areas use. For example, the famous Southern Ethiopian washed process, which is unique in the coffee world, contributes to the unique characteristics of this coffee.

At the beginning of the coffee value chain are the coffee producers. Coffee producers are not only the stewards of coffee quality. They also create the beginnings, the first chapters of that coffee's narrative. In fact coffee origins, processes, and the people who make the coffee are all important elements that can enhance peoples' understanding of coffee.

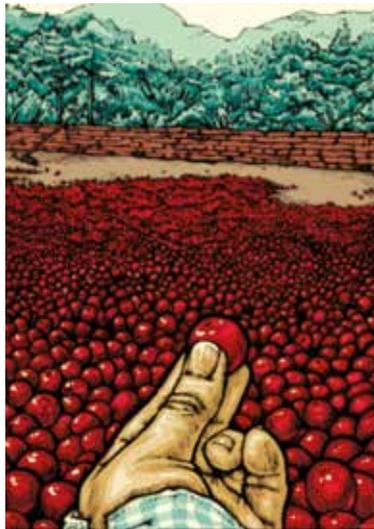
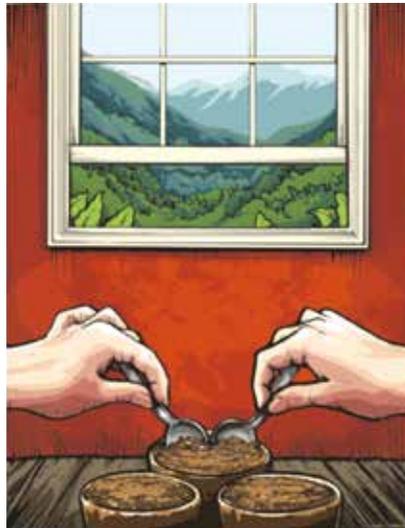


Figure 3 : Coffee cherries, the first chapter in the coffees narrative. © SCAA

### ***The cupper***

The producer next person who helps create the coffee is the cupper. The cupper is the first person who assigns the coffee a quality grade, and he

or she also assigns the language that will accompany the coffee on its journey to the consumer. This language is extremely important because the way they describe the coffee— strong or mild, berry-like, sweet, bright or bitter—influences the way people perceive the coffee. In this respect, a cupper serves as a guardian who looks through a window to the farm where the coffee originates, providing people with a glimpse of its roots.



**Figure 4 : Cupping, the first aromatic description that will accompany this coffee towards the consumer. © SCAA**

### ***The roaster***

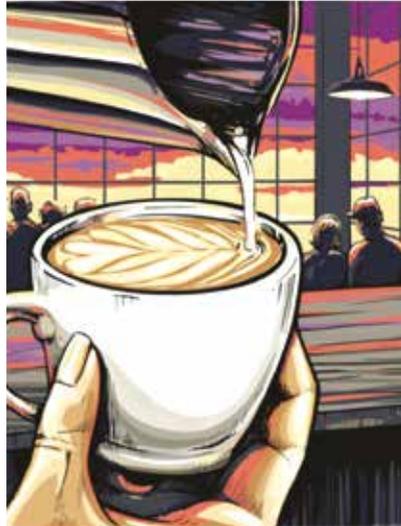
The next artisan in the chain is the coffee roaster, whose job is a revelation. The roaster oversees the creation of the myriad of flavours that we identify with coffee. However, the roaster also imposes something personal into the coffee; whether French roasted, Scandinavian roasted, lightly roasted or dark-roasted. Coffee companies base their identity around their approach to coffee roasting. This adds yet another dimension of complexity and new characteristics to the coffee.



Figure 5 : Roasting, the creation of a myriad of flavours. © SCAA

### ***The barista***

The last step in the coffee chain is the barista. The barista maintains the quality of the coffee that the coffee producer started, which the cupper then identified and the roaster maintained before providing it to the barista. The barista adds value by extracting the coffee, sometimes adding milk, and presenting it in a beautiful and crafted way. The last way that the barista adds value to the coffee is to communicate the story of that specific coffee in an interesting, precise, persuasive and loving way.



**Figure 6 : The barista engages with the consumer and has the reasonability to tell the story of that specific coffee. © SCAA**

### ***The consumer***

The coffee story is not complete without understanding the consumer. Not all consumers are equally receptive to information about coffee at any time of the day. The barista needs to understand the importance of the first and second cups of the day. However, with experience, baristas do quickly understand how people look before they have enjoyed their first cup of coffee for the day, and they learn not to try to tell the coffee story just then. ‘No talkie before coffee’, as they say. At this point, the consumer just wants a delicious, soothing coffee complete with caffeine as quickly as possible.

However, on the second cup of coffee, many coffee consumers are prepared to learn more about their coffee, where it comes from, and why it tastes the way it does. At that point, they’re receptive to all the different elements about coffee, and this is where baristas and coffee experts can really add value to the coffee consumption experience.

## **UNVEILING WINE AND COFFEE AROMAS: THE MOLECULES, THEIR ORIGIN AND IMPACT ON AROMA PROPERTIES**

*Sílvia M. Rocha, University of Aveiro, Portugal*

Aroma clouds are all around us. They surround our bodies, as well as our products. Each aroma cloud incorporates volatile molecules that create a particular scent, so if we study the aromas in these clouds, we can discover interesting information. For example, some clouds smell pleasant, others are poisonous, while still others help explain interactions between individuals. Molecules from our breath can even reveal the state of our health or whether we have certain diseases (Caldeira et al., 2012), providing important information about the body's well-being.

In just one second, we can perceive aroma clouds and form different perceptions and emotions about a particular person or product. In fact, companies use this information to communicate with consumers and promote different sensorial experiences.

Aroma clouds also have the ability to “wake up” memories and experiences. For example, the cloud from a cup of coffee or a glass of wine can remind us of an important moment or person.

Coffee, like wine or other beverages, has specific clouds. In addition, different coffees have different clouds consisting of a large number of aroma molecules. There are different ways to organize such aromas, including aroma wheels. However, traditionally, each product category has a specific way of organizing such aroma wheels. For example, the cognac aroma wheel is structured according to the seasons, which helps emphasize the idea that you can drink it at any time of the year.

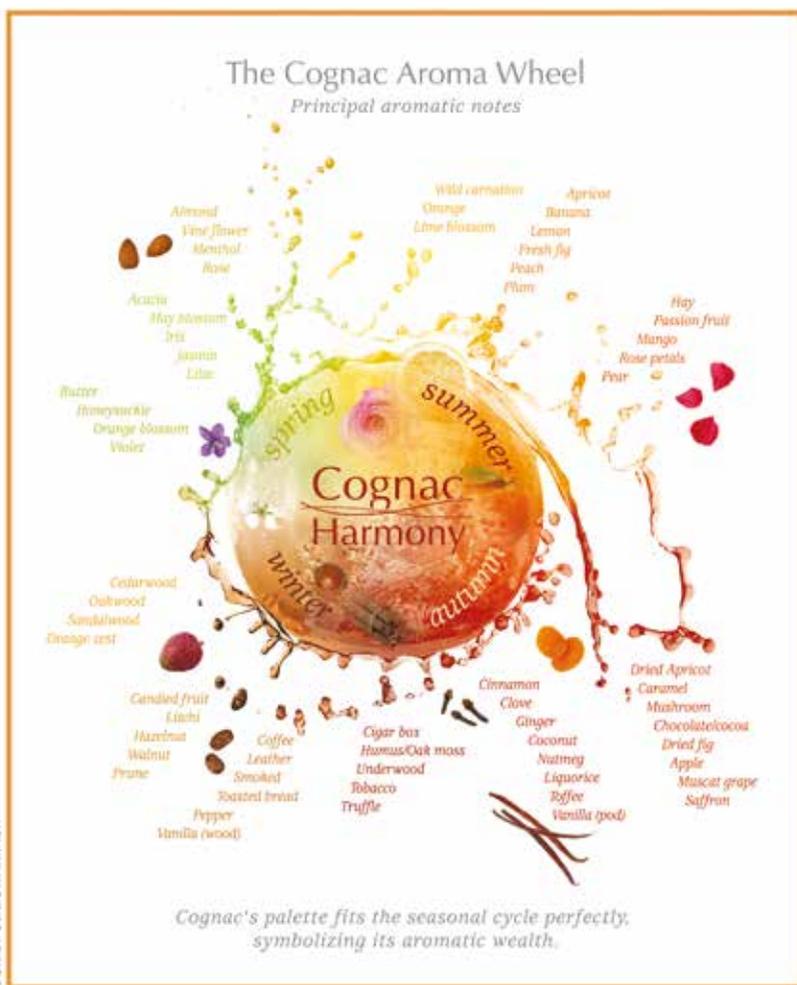


Figure 7 : The Cognac aroma wheel is organised by season and reveals a wide range of aroma notes (© BNIC / Gérard MARTRON). [www.cognac.fr](http://www.cognac.fr)

Both the wine and the coffee aroma wheels demonstrate the high complexity of aromas from these products and present different levels of information. For example, behind the fruity notes, you can find various specific fruity notes. These products are produced using natural raw materials, which have a high natural variability. In addition, each company develops its own processes, which add to the complexity of the aromas. This means each product's aromatic properties result from a network of variables. Several companies design their specific aroma wheels to better categorize and understand the sensorial properties of their products. The wine aroma wheel illustrates the very high aromatic complexity of the products by showing three layers of sub-groups for each aroma attribute. SCAA's aroma wheel adds a different layer of complexity as it describes both taste and aromas.

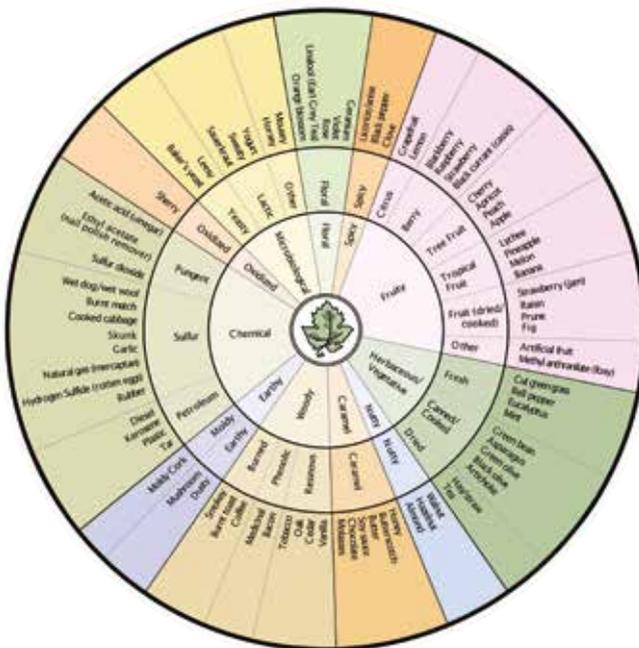


Figure 8 : The wine aroma wheel illustrates the sensorial complexity found in wine. © 1990, 2002 A.C. Noble. (Available from [www.winearomawheel.com](http://www.winearomawheel.com)).



applied and processing conditions (e.g. presence of the grape skin, type of yeast, and additives used) all play a role in creating the aroma, taste, body and colour of a wine (Petronilho et al., 2013). Through extensive research on wine it was for example found that the terpenes are not only produced through the plant (Rocha et al., 2007), but they are also yeast metabolites. The yeast can thus also help to liberate aroma compounds that are not in free form, a process to improve aroma quality (Alves et al., 2015).

In the last few decades, the analytical instruments that facilitate in-depth characterizations of food and related products have greatly improved. For instance, today advanced comprehensive gas chromatography is used to study volatile and non-volatile molecules. This methodology is based on two columns: a non-polar column that separates molecules with different physical-chemical properties, and a polar column, which separates compounds based on polarity. This leads to three-dimensional chromatograms, which organize molecules into different chromatographic spaces (Rocha et al., 2007; Perestrelo et al., 2011; Petronilho et al., 2014).

One important finding is that several compounds are required to create one aromatic note. For example, the terpene compounds found in wine are related to variety, climatic conditions and geographic origin. We can then use these compounds to differentiate wines and link them to certain appellations.

We can establish a similar analytical workflow for coffee by considering variety, origin, climate and processing conditions. For example, decaffeination processes not only remove the caffeine but also alter the precursor composition of the green bean. This type of non-selective caffeine extraction also impacts the aroma, colour, taste and body of the coffee.

We can obtain further information when we compare the same coffee in roast and ground powder vs the extracted coffee. When combining this

new information with an aroma network, we can obtain a more complex picture as illustrated in the espresso coffee aroma wheel.

Finally, by studying aromas, we can obtain a better understanding of the clouds and how to modify them. This is important because different clouds can promote different sensorial sensations and experiences for consumers. However, we can only modify the clouds if we consider the full value chain, including raw materials and processing. This requires interdisciplinary research on the part of producers, roasters and aroma scientists.

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## **SAFE SPACES AND DANGEROUS GROUNDS: THE PLACE OF MORALITY IN COFFEE CULTURES**

*Melissa L Caldwell - University of California, Santa Cruz, USA*

Anthropologists can help us better understand coffee cultures and the quality of the coffee experience by studying how people live their lives. They look at things like what people do on a daily basis, how they organize and plan their daily lives, the values they put on things and the people with whom they interact. Anthropologists try to understand the bigger meanings behind these daily activities, so they can understand how all of these various dimensions fit within a cultural context.

An anthropological perspective on food focuses on why people eat and drink what they do, instead of simply what they eat and drink. In other words, what is the meaning behind why people eat and drink the particular things they do? Now let's look at the quality of the coffee experience from an anthropological perspective.

### ***Cross Cultural Comparisons***

*Russia 2005: 'I invited my very dear friend, Alexandra, out for coffee. Alexandra was about 80 years old. I often went over to her apartment, and we sat and we talked about politics or we talked about shopping.*

*Alexandra had a very tiny pension. On a daily basis, she didn't eat very much, and she didn't tend to enjoy luxuries, but she loved coffee. She always kept a small bag of very high quality coffee beans in her cupboard which she would brew Turkish style in her tiny kitchen in her tiny apartment, which she still shared with an ex-husband she had divorced 40 years before. In Russia, because of housing shortages, people often still live in a home with a former partner or even children and grandchildren. Alexandra never felt fully comfortable living so close to her ex-husband.*



**Figure 10 : Alexandra.** © Melissa L. Caldwell

*A really nice coffee house opened up in downtown Moscow, and I thought it would be a wonderful way to take Alexandra out for an afternoon and have a proper coffee talk. The coffee house was located in a historic pre-revolutionary building right in the centre of Moscow. It was a really beautiful space on the inside. There was a very diverse population of Moscow residents who came in on a regular basis to read, visit with their friends and enjoy good coffees and wonderful pastries. But when Alexandra had barely taken two steps into the coffee house she said, “We have to go. This is not comfortable. It’s not appropriate.” She was very visibly agitated.*

*Instead she found a sidewalk stand that was selling ice cream and cold drinks and an empty bench nearby. Sitting alongside one of Moscow’s busiest sidewalks, with traffic driving by, and hundreds, thousands of people walking past she said “Ah, this is it. This is the right place,” and only then was she comfortable enough to talk.’*

USA 2015: *'In the US, in the midst of our ongoing racial tensions, Starbucks introduced a campaign to promote conversations about difficult topics, namely, race. The plan was that baristas would randomly select customers with whom they would initiate a conversation about race. The idea was really grounded in good intentions about fostering social dialogue and about promoting the company's social justice values, but, the project was a flop.*

*It turned out that even though Americans were talking about race and why race was such a problematic topic to discuss, coffee drinkers did not want to talk about such a politically loaded issue with a complete stranger in a public place. Rather, customers just wanted to drink their coffee in peace.'*

If we look at these two different coffee experiences side-by-side, we can see that they both have a similar outcome. In both cases, people felt great discomfort when someone asked them to engage in intimate conversation in public coffee spaces.

Both examples also illuminate the ways in which personal experiences and the quality of those experiences are connected to the spaces in which they take place. In the first example, a woman found a public bench on a busy street in Moscow to be more private and comfortable than either a coffee house or her locked bedroom. In the next example, American consumers found a commercial coffee shop setting awkward for engaging in very public political debate. Both raise provocative questions about the qualities we attach to particular experiences and spaces.

### ***Deeper cultural and historical dimensions***

Let's look at these two examples in terms of their deeper cultural and historical dimensions. What kinds of qualities are associated with public coffee spaces? What kinds of qualities matter? And how do those qualities produce a particular type of experience?

One of the intriguing elements of Alexandra's experience is that this was a moment when coffee houses were proliferating across Russia, and Russians were spending far more time and money consuming food and drinks in public. This was a new trend, and it had very significant cultural implications.

During the 20th century in Russia, Soviet planners feared that places where people consumed food and beverages were also used for personal matters. In their minds, both private kitchens and coffee houses were dangerous. The fear was that these spaces could foster bourgeois values, values that were antithetical to the communist government's goal of creating a socialist egalitarian state. Consequently, they tried to force Soviet citizens out of their homes and into public canteens or sidewalk cafés where they stood at counters to eat and drink. These were places where the government could monitor and control them.



**Figure 11 : Examples of a public canteen and a vodka place, illustrating the spaces where people come to quickly grab food or drink, and leave. © Melissa L. Caldwell**

At the same time that Soviet citizens lost access to personal spaces at home, they also lost access to more intimate, personal spaces outside their homes. As a result, they didn't find public food spaces a place that provided privacy, intimacy or even comfort. This way of quickly eating or drinking at a sidewalk café when out in public is still common today.



Figure 12 : A modern sidewalk stand, a phenomenon with its roots back in the Soviet days.  
© Melissa L. Caldwell

In this context, Alexandra's response starts to make sense. Even though she didn't want to discuss personal matters at home, she also found the public setting at the coffee house uncomfortable because it reminded her of the Soviet days when privacy was denied to ordinary people. Only the park bench was safe and comfortable for her.

Although an outside observer may question the quality of the experience of sharing a bottle of lukewarm soda on a park bench, from an inside perspective, this was an experience of the greatest emotional and social quality. And this is why it was Alexandra's perfect coffee experience.



**Figure 13 : Picnicking out in the open, a common scene in Russia. © Melissa L. Caldwell**

Now, let's consider the American aversion to discussing race at Starbucks. Americans have transformed out-of-home spaces by cultivating a distinctive third cultural space in settings like Starbucks and other coffee shops. These third-spaces are a hybrid of private and public where people can undertake personal or private activities—but in a public setting. This third space is not a civic or political space, which is what people usually mean when they talk about public spaces, and which was the case for European coffee houses several centuries ago. Rather, what American consumers want is to feel that they're in the company of others without necessarily having to interact with them.

There is an important detail here with regard to American norms of social etiquette. Despite common outsider stereotypes of Americans as rude or loud, Americans believe in civility toward other people in social settings. One of the fundamental social norms of American culture is never to discuss impolite or sensitive topics, such as religion and politics, with strangers. The cultural value here is on creating a comfortable and safe environment for everyone by avoiding arguments and conflicts.

Within this larger context where coffee shops are both public and private spaces, race is absolutely taboo. For Americans, the idea of a stranger trying to force them to engage on an uncomfortable subject in what is supposed to be a private space violates the expected rules about civility and civic engagement. And this violation ruins the quality of the overall coffee experience.

### *Experiential qualities*

What qualities can we identify in these two encounters? In both cases, the qualities of comfort, familiarity, privacy and intimacy were very important. However, there are also other factors that contribute to these experiential qualities.

First there is the physical environment, including characteristics such as lighting, temperature, sound, smell, and comfortable seating. Secondly, there is the social environment, which is focused on the nature of social relationships among people. Then comes pure physiology. Is the coffee the right temperature? Does it have the right robustness, sweetness, or bitterness? There is also an emotional experience here, as well as a physical experience, such as the experience of a particular space. And finally, there is morality, the values that guide beliefs and behaviours. Assessments of morality and whether a given person or space is moral or not, provide help to determine whether they adhere to our values.

Going back to Alexandra and Starbucks, both situations are about figuring out what the appropriate values and behaviours are in certain spaces. These were matters of morality.

## *Other examples on morality changes*

### ***Gender-specific coffee spaces***

In Turkey certain spaces are gender-specific, and are reserved for either men or women. Spaces where people consume beverages are connected to the cultural, religious and even economic values, which are very evident in society's moral codes.

For instance, men often drink coffee or tea in public spaces like coffee houses while they're conducting business. While they may not be formally employed or formally doing business -- it could just be men arguing with one another over politics -- culturally this is understood as a productive type of labour. It is productive because it creates a sense of community. However, it may also be tied to formal labour, as men often make deals with one another while they sit together in a coffee shop and chat.

However, women in Turkey tend to get together and consume coffee at home, in a space with a very different set of values. When women meet with a relative or a close friend, conversations are often about personal matters such as work, interpersonal problems, kids or husbands. In this case, the closest friends of the hostess gather in the kitchen—the most intimate space in the home --to prepare and serve the food. Friends who are not as close to the hostess gather in the living room to eat and socialize.

While these gatherings are primarily social events where women discuss family matters, they're also political and economic events because they become settings for female solidarity. As they enjoy their coffee, women are doing important work related to cultivating the notions of tradition and heritage, and religious ethics and passing them down to their children. These spaces also become important economic spaces for women, all over coffee talk.



**Figure 14 : Gendered coffee spaces in Turkey. Left: Men in a public coffee house conducting business. Right: A women's gathering at someone's home where coffee is part of discussing politics, economy or family issues. © Melissa L. Caldwell**

***Coffee spaces to avoid disturbing family members***

Brazil offers a very different perspective into the thinking about appropriate behaviours and beliefs related to the coffee experience. For example, in São Paulo, coffee houses are often public spaces where people can grab a quick, light meal, often first thing in the morning -- without disturbing other family members.

This is important because in Brazil family apartments are often very small, and members of the same household may have very different work and school schedules. By going out to a café, they aren't disturbing other people at home. This is a model where people sometimes eat separately to maintain family cohesion, but at other times, such as weekends and especially before or after church services, families eat and drink together.

The big question that then emerges from an anthropological lens is "What does quality mean when we are talking about the quality of the experience?" By focusing on morality, it becomes apparent that what we're really talking about is cultural norms, rules and expectations that provide people with an understanding of what's appropriate for a particular setting, encounter or product.

There's always something larger going on than just the coffee and the work to produce the coffee. Behind it all is a larger cultural and historical system that's connected with questions around trust, identity, heritage, and beliefs. Ultimately, quality must be determined based on whether something is appropriate for the cultural norms in which it's embedded.

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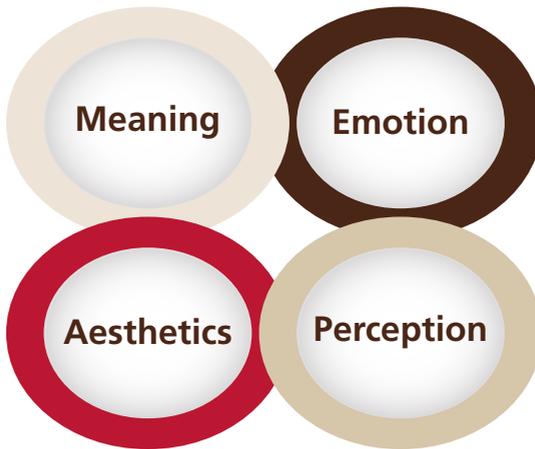
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## **UNDERSTANDING AND CREATING CONSUMER EXPERIENCES**

*Rick Schifferstein, Delft University of Technology, the Netherlands*

An experience can be a psychological response to almost any event. Whether we're visiting the Pantheon in Rome, enjoying a fine dinner in a three-star restaurant, or doing something utterly mundane like waiting at a bus stop during a cold winter day, these are all experiences. Below we will consider in more detail what an experience can entail from a product designer's perspective.

A product experience is (Hekkert et al., 2008) the awareness of the psychological effects elicited by the interaction with a product. This includes the degree to which all our senses are stimulated, the meanings and values we attach to the product, and the feelings and emotions the experience elicits. We can identify at least four components of product experiences that are all interconnected-- perception, aesthetics, meaning, and emotion (Schifferstein, 2010). At the same time, each component individually also provides different information:



**Figure 15 : The four components that make up a product experience are all interconnected.**

**Perception:** Vision, audition, smell, taste, and touch are all largely separate human sensory systems that use different types of receptors. However, the brain integrates all of the information these systems perceive. For example, when you enjoy a cup of coffee, you see the liquid, you feel the temperature and texture, you smell the aromas, and you taste the flavour. The brain integrates it all into one holistic coffee experience.

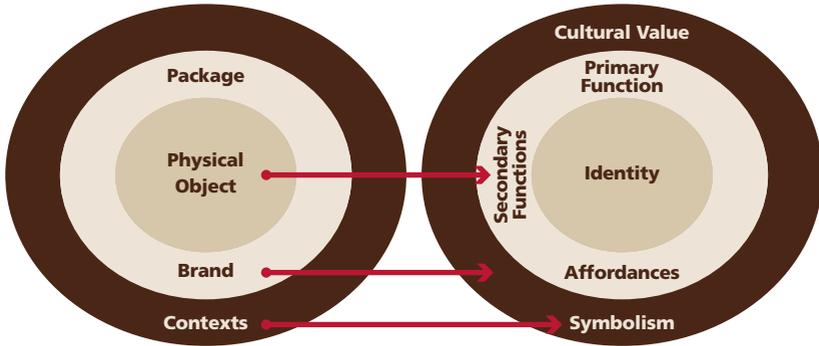
We tend to think of vision as the most important sensory modality, but it is mainly important in functional interactions, and for the cognitive associations it evokes. To really enjoy a coffee or a piece of music, it may actually be better to close your eyes (Schifferstein et al., 2007). That's because when you remove the visual input, you create a more intense experience and may develop an emotional connection.

When creating new products, it's important to involve all the senses in this process, because they all work together to create a holistic, engaging experience. This is the leading principle of multi-sensory design. It's not just about functionality and visual aesthetics, it's about the perception and appreciation of all of its sensory details and nuances.

**Aesthetics:** Aesthetics is not limited to the visual aspects of an object. In fact, aesthetic principles operate in each sensory modality (Schifferstein et al., 2011). For example, we like contrasting flavours, we talk about the complexity of a fragrance, but we also talk about the balance in an orchestra.

**Meaning:** Similar to the layers we can distinguish in a product, we can also distinguish layers in its meaning. For example, the physical product is packed and branded and placed in a certain context where we consume it. However, meaning has many different levels. A coffee's primary function may be to quench thirst or to provide a tasteful experience. Its secondary function could be extra stimulation in order to perform well at work. Finally, in the broader context of culture, coffee may have a symbolic value. For example, it may serve as the binding element in certain rituals.

**Figure 16 : The different layers of product meaning. Reproduced from Schifferstein 2010.**



Consumers may attribute many different meanings to a product like coffee. This may even extend to production methods and the farmer who produced the coffee. Who is he? Where is he from? How do we understand his work conditions? Was the coffee produced sustainably? Where was the coffee roasted? What story did the clerk tell me about the coffee when I bought it? How will the drip coffee be prepared, and by whom? Was the coffee served in a paper cup or in a porcelain cup? What happened to the waste? Is the packaging material recycled?

When consuming a cup of coffee, all this information comes together, contributing to the personal meaning of the product experience. It starts with the raw material, and extends all the way to the final consumable product. It may concern working conditions, sustainability, trading, packaging, branding, the restaurant, atmosphere, social setting where you consume it, disposal and consumption. For a consumer, all these elements contribute to the coffee experience.

**Emotions:** The product itself doesn't trigger emotions, but rather how people appraise the product (Desmet, 2002). In other words, the meaning we attach to a product depends on our values. When people have different values, they may attach different emotions to the same product.

### *Measuring experiences*

If we try to assess consumer experiences, it makes sense to evaluate each of its four components: sensory, aesthetic, meaning and emotion. Sensory aspects may be related to characteristics like hard, soft, sweet, and bitter. Aesthetics, on the other hand, are all about pleasantness and liking. Meaning may involve very diverse associations, e.g. gentle versus tough, fragile versus robust. And emotional aspects may involve feeling excited, calm, stimulated, relaxed, quiet, or lively.

We have tried to assess all these experience aspects using a questionnaire where people rated each of these aspects using scales with adjectives, but this approach was only partly successful (Schifferstein, 2009). In order to really capture the diversity and richness of experience aspects, we probably need to use a variety of methods.

For example, when evaluating an experience for a food product, it's important to consider not only the product itself, but also the package in which it is presented, because content and package together form a holistic experience for a consumer. However, the consumer experience is dynamic: people perceive different product aspects, may have different associations, and may experience changing emotions as they pass through the different stages of dealing with a product—from buying, to transporting, storing, opening, cooking, and eating it. (Schifferstein, et al., 2013)

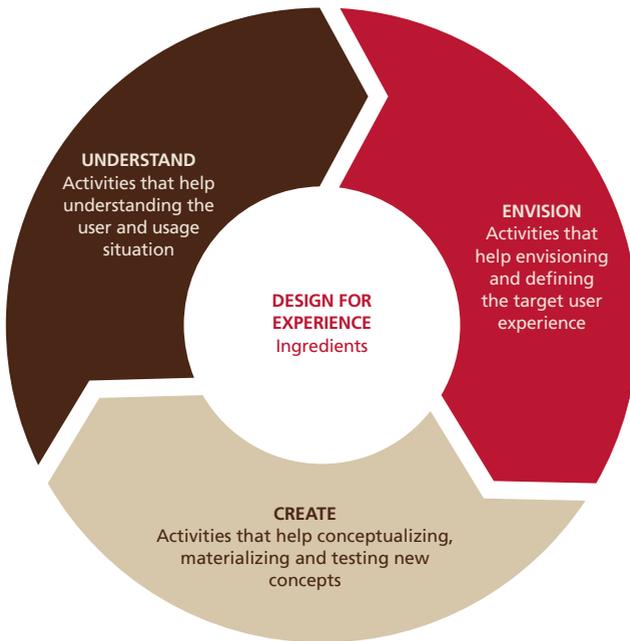
### *Creating new experiences*

When we design a new product, we always need to project into a future context. We either need to get to know this context or develop a vision on this context. In addition, we need to develop a vision of what we would like a future user to experience in this context.

Do we want the future user to become relaxed or excited? Focused or surprised? If we start from the emotional impact we would like to have

on the user, we can try to determine the kinds of associative meanings we need to evoke. This includes how a product should interact with a user, the personality a product should express, and which sensory impressions a product should generate. The intended user experience then becomes the starting point of the design process.

There are three categories of activities that we can typically distinguish in an experience-driven design process. Activities that help (1) understand the (future) user and usage situation, (2) envision and define the target user experience, and (3) conceptualize, materialize and test new concepts (Desmet, et al., 2011). Together, these activities can facilitate the creation of a new generation of interesting and engaging consumer products that is likely to address the latent needs of future consumers.



**Figure 17 : Three activities needed in an experience driven design. Reproduced from Desmet et al., 2011.**

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## *Discussion*



Following the presentations related to the Quality of the experience, the speakers were invited on stage to enter in debate with three experts who are deeply involved in developing high quality products for consumers. The panellists were Luis Sottomayor - Winemaker Sogrape Vinhos, Portugal; Karsten Ranitzsch – Head of Coffee at Nespresso, Switzerland; and Georg Riedel, 10th generation owner of Riedel Crystal, Austria. Dean Sanders, Goodbrand, UK, moderated the discussion. Below we provide an overview of the discussion, starting with the product, moving through the context and into the meaning of the experience



### *The intrinsic product quality*

The first parameter that's fundamental to the product experience is the intrinsic quality of the product, in this case, coffee. The question is how do we define quality? Coffee that an expert considers as medium quality may be the optimal coffee quality for a specific consumer. For this reason, the perception of quality depends largely on a consumer's personal taste and knowledge about a product and its characteristics.

In this section, we will look at how experts score product quality, as well as aromatic diversity, and how we can add value by increasing consumer perception of coffee flavours and quality. We will begin by looking at wine as a comparative product.

In both the wine and coffee industries, it is common practice to evaluate the product first by quantitatively scoring the overall quality. The additional work required to describe the range of aromatic notes found in a particular coffee or wine is very time consuming, and even experts sometimes find it very challenging to come to a consensus.



Figure 18 : Tasting sessions in coffee (left) and wine (right).

Aromatic complexity is another qualitative aspect of coffees and wines. While there is some debate as to whether coffee or wine is more complex, the aroma wheel of wine is probably more diverse and refined than the coffee aroma wheel, even though both coffee and wine may have around the same number of aroma molecules.

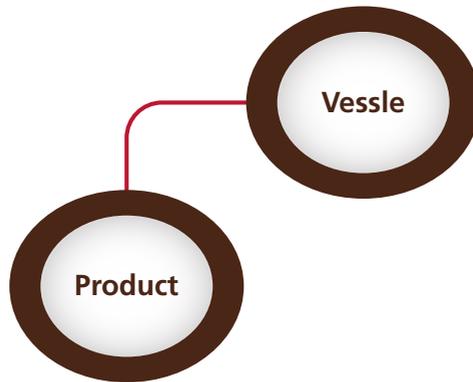
It is easy to distinguish mainstream wines by variety or terroir. For example, a wine from Bordeaux has a very different aromatic profile than a Côtes du Rhône. Likewise, a Syrah will be easy to differentiate from a Merlot. The wide complexity in wine may stem from the very large differentiation in genetic varieties, compared to coffee, which has fewer genetic varieties. Terroir also provides an additional differentiation to the final product, and processing and ageing are then used to enhance the qualitative aspects of the specific wines.

Mainstream coffees, on the other hand, are mainly positioned based on the roast intensity. Only coffees in the specialty sector, which represents a rather small proportion of the overall coffee traded, will allow a meaningful differentiation between origins and varieties.

One of the objectives of the specialty coffee industry is to look at ways to add further value to the coffee. The coffee farmer then benefits from a higher price, and the consumer benefits from a greater appreciation of the quality of the product.

One opportunity to add more value to coffee is to further utilize the origins, terroir and varieties as differentiating components in coffee in a broader way, as certain specialty coffee roasters are already doing. This can help consumers further appreciate the complexity of the product, and it adds more value to the farmer's product. Creating more awareness about the individual farmer, as the major wine houses do with wine, can also help to create a more intimate link between the consumer and the product they are enjoying.

The cup in which the coffee is served is also a means to convey a message about the quality of the product. While a glass or cup is a tool for consuming the coffee, it can also provide an enhanced appreciation and perception of the coffee's aroma and taste. In other words, the cup delivers the coffee to the senses.



Before going deeper into this, let's first look at different cultures and how coffee is served.

In the late '80s, early '90s in the United States, 70% of all coffee was served in porcelain cups. In the mid '90s this shifted. Today only about 10% of coffee in the United States is served in porcelain cups; the rest is either paper or styrofoam. This clearly demonstrates the trend to commoditize (mainstream) coffee in the US. However, even specialty coffee is often consumed in take-away cups.

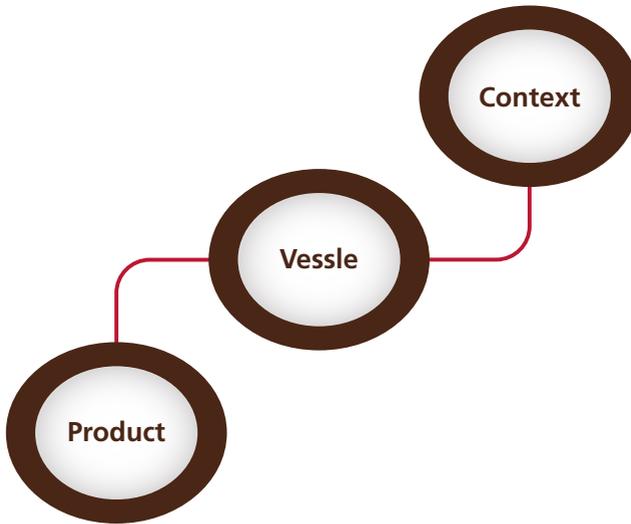
In Russia there were historically many shortages of food, beverages and other products, and people could not necessarily get everything they wanted. Therefore they had to repurpose things for different uses. For example, there may have been only three drinking vessels in a homes -- a glass jam-jar, a teacup and a wine glass -- which were all equally used for coffee, tea or wine.

Today, there is a new trend toward creating special glasses for specific beverages. In the wine industry, for example, using different wine glasses for different types of wine is already well established. The glass links the product to the senses in the optimal way and ensures the best fluid path to the mouth so consumers can experience the taste and aromas. The beer industry follows this example by offering a wide range of beer glasses for different types of beer. More recently, the coffee industry has further developed this concept. For example, when coffee consumers use glasses of an egg-shape with significant headspace, they can enjoy an enhanced sensory perception of the coffee aromas. The glass or cup delivers liquid to different parts of the palate, which automatically triggers a different sensorial response to the very same beverage.



**Figure 19 : New coffee glass concept for an enhanced aroma and taste experience as developed by Riedel and Nespresso.**

## Enhancing the experience by adding layers



Aromas are an intrinsic aspect of the quality of any beverage. However, they also have another function, which is to recall past moments and create expectations. Enjoying the aroma of an exceptional wine may bring back memories of another time when a consumer drank this wine. For example, maybe he was in a foreign place, with special friends.

In this case, the quality of the experience extends from the product itself to touch upon other values and evoke emotions and memories that are part of the wider experience. What becomes evident is that when we talk about drinking a coffee, the coffee itself cannot be disconnected from the overall experience. This suggests that when creating experiences we need to think beyond the simple functionality of a product or an object. In the next section we will consider how parameters such as the moment, the setting and the wider socio-cultural context play a critical role in the totality of the experience.

The coffee sector often uses wine as an analogy to explain the processing similarities and the deep sensorial complexity that coffee consumers can perceive when tasting an exceptional coffee. However, wine and coffee are completely different products, and play different roles in consumers' lives.

For example, we drink coffee in the morning, but enjoy wine at other times of the day. We also drink coffee at work, but we don't drink wine. And if we meet somebody to share a glass of wine, this has a different connotation than meeting somebody to share a coffee. Coffee is more about work, energy and information sharing, while wine is more about relaxing, luxury and indulgence, and camaraderie.

At the same time, the surroundings where we consume various products provide an additional layer to the quality of the experience. For example, when we drink wine on a warm summer evening during the holidays, it may taste great at that particular moment. However, when we drink the very same wine later at home, we may even wonder if it is the same wine, and why we bought it. In this case, both the context and the emotions we have when we are enjoying a product influence our overall experience. For this reason, the mind-set and expectations we have before engaging with a particular product also strongly influence our interaction and experience with that product. And perhaps, during that interaction, something happens which changes our opinion of that product.

The place where we consume coffee and the interactions we have in this space are the other major parameters contributing to the quality of the experience. As previously described, the "Coffee Ritual" from Ethiopia is an ancient ritual, with communication as the central theme. When coffee moved into Europe, conversations and intellectual gatherings were still central. However, today the role of the coffee shop has completely changed.



**Figure 20 : The Ethiopian coffee ritual experience (left) and a European coffee shop experience (right).**

Although it's still a place for gatherings or work, it is also a place to be alone or even to privately connect via Skype or Google Hangout with friends in other places around the world. A person drinking a coffee alone may in reality be engaged in a communal experience. Today, there is no clear distinction between private and public, personal and collective, and these terms are intertwined in new ways.

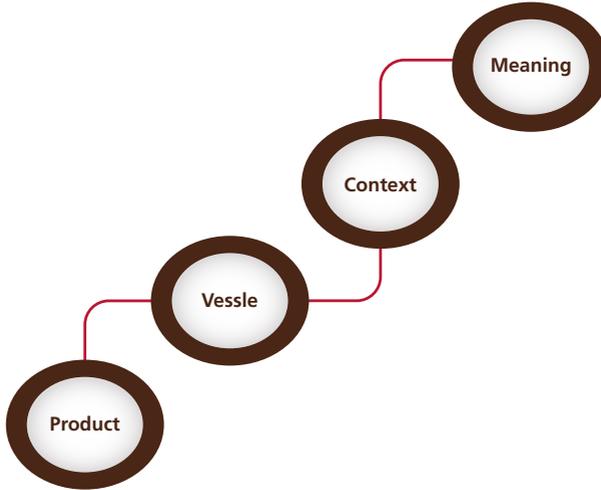


**Figure 21 : The new communal coffee experience.**

This is a trend that is taking place in all parts of the world. As a counter movement, some coffee shops have decisively moved away from Wi-Fi and power outlets to communal tables. The question is how customers will perceive this move. However, there is one point we should not forget when speaking about coffee places: it's not only about functionality and

convenience. It's also about creating special moments enjoying the coffee that is served, and finding meaning and enjoyment in the overall experience.

### *Coming together in the meaning*



After looking at and assessing coffee and its sensorial aspects, as well as how our surroundings, culture and state of mind influence our experience, ultimately we can say that coffee means something different to each person. In this section we will further explore the meaning of the experience.

Let's start by looking back at the coffee cup. The cup used in specialty coffee is becoming more sophisticated, so it can provide a more intense and intimate experience. In contrast, the diner mug is thick-walled and very pedestrian. Consumers find it to be pleasantly minimalistic and it evokes the image of coffee as a working beverage rather than an indulgent one. In this case, the way different people look at the coffee cup provides some insight into how they impose their own values on the coffee experience, and ultimately choose their preferred experience.

Most products are designed with a purpose—to provide a certain experience. We know, for example, that wine glasses designed for specific wines are created with the intention to enhance pleasure, based on the expertise behind them. But then what happens when consumers actually use them? How do consumers use and appreciate them? How do you know what the meaning of a product is to the user?

As we saw previously, in Russia a jam jar may double as a cup for coffee, tea, wine, food, sauces, or other beverages. At other times, a tea or coffee mug may become a pen-holder or flower vase. In many cases, the meaning of the product has changed significantly with respect to history, cultural values, or consumer needs.

Taking wine as an example, the meaning of wine is very different from coffee. Most people select a specific wine, firstly based on colour, but also on terroir or variety. A small selection buys the wine based on the provenance or the house that produced it, which in many cases is communicated on the label. To know the producer, the region, the variety, and the history of a given wine builds a connection between the consumer and the wine. It provides meaning.

In the field of coffee, only certain small roasteries communicate about the farmer who produced the coffee. Knowing more about the farmer, the region, the variety and the process connects the consumer to the coffee. It is the role of roasting companies and baristas to increase the level and the dimension of the meaning of the coffee to the consumer. There is, however, one aspect where wine will always outlive the meaning of coffee, and that is its age. A wine which is 50 or 100 years old has history, a story. You need to have somebody with whom to share such a wine as it adds meaning to the experience.

In a way, the specialty coffee industry is reinventing the coffee ritual. The experience and the meaning of the product are again becoming central.

The story of the coffee's origin and producer are now more important to consumers. The coffee's taste is becoming more and more significant as different origins and flavours are available on the menu. The coffee space is about interacting with the barista or other people who share the same passion for the coffee. And the specialty coffee industry is aiming to add more meaning to the experience.

In this fast-changing world, we are losing a lot of the depth and richness that the sensory pleasure and experience can bring. It is the specialty coffee industry's role to keep this sensory appreciation alive.

In conclusion, we see that meaning is the ultimate goal of the coffee experience, but that the coffee itself is just one way to provide this meaning. The ultimate coffee experience will depend on the coffee's sensory profile, the story of the product, the person, the place, the moment, their emotions, and expectations, the history and the culture, the values and morality.

While for one person learning about the coffee farmer and origin can add meaning to the experience, for another, the most important point is to gather to catch up or celebrate around a cup of coffee. Ultimately, the coffee does not need to be the central part of the overall meaning of the experience. However, the meaning will be enriched with an excellent product and the appropriate vessel, in an appreciated social and cultural context. These are all part of the coffee experience.

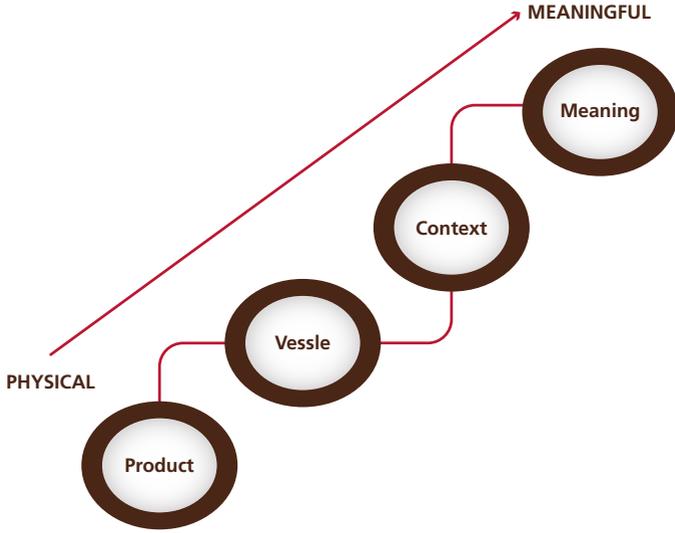
## ***Conclusion***

The aim of discussing the quality of the experience was to look from different angles at what makes a coffee more than just a coffee. At first we looked at the product itself as this is the base. But what are the factors that create the coffee experience? And what is it that brings the quality to it?

With the selection of presentations we looked at the coffee experience from very different perspectives. At first we considered how the coffee experience is created--from developing the product to adding value at each step of the value chain. It then becomes the barista's role to communicate this value to the consumer.

If consumers know more about the product it will enhance their experience. For example, using an industrial design perspective, we can add additional value to the product experience by involving all the human senses to optimally match consumer expectations. This includes supporting the coffee with appropriate packaging, apparatuses, serving cups and spoons, and selecting the consumption setting, all of which contribute to the product's meaning for the consumer.

However, when we start looking through the eyes of consumers in different cultural settings it becomes clear that it's not only the physicality of product and the setting that are important; the spirituality in the form of context, political history, and cultural values also come together in the quality of the experience.





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In 1988, Peter Giuliano began his career in coffee as a barista in San Diego. Since then, Peter has worked in a variety of coffee occupations, including roaster, cupper, manager, trainer, and coffee buyer. Peter became involved in the Specialty Coffee Association of America as a volunteer over a decade ago, when a workshop taught at SCAA headquarters inspired him to become more involved as a volunteer and trainer. Since then, Peter has been deeply involved in SCAA training programs, serving as Training Committee Chair from 2005-2007. He has been a volunteer for the Coffee Corps and other CQI programs, teaching cupping, roasting, and marketing programs. He is a proud member of the Roasters Guild, and was a founder of its Executive Council, sitting on the Council from 2001-2007 and serving as its chair in 2004.

Peter was the Director of Coffee and co-owner of Counter Culture Coffee, a wholesale roasting and coffee education company based in Durham, North Carolina. He now serves as the Senior Director of Symposium for the Specialty Coffee Association of America, directing SCAA's conference, outreach, and educational activities.

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Melissa L. Caldwell is Professor of Anthropology at the University of California, Santa Cruz, Editor of *Gastronomica: The Journal of Critical Food Studies*, and past Co-Director of the UC Multi-Campus Research Program on Studies of Food and the Body. During 2015 she was Simon Visiting Professor at the University of Manchester. Her research, writing, and teaching focus on the role of food in political processes in Russia, the former Soviet Union, and Eastern Europe. She has written on food nationalism, culinary tourism, fast food and globalization, gardening and natural foods, and the social experience of hunger and food assistance. Her new research examines creativity in light of the shifting terrain of science and art in food, with particular attention to molecular gastronomy and food hacking. She is the author of *Dacha Idylls: Living Organically in Russia's Countryside* (University of California Press 2011) and *Not by Bread Alone: Social Support in the New Russia* (University of California Press 2004), editor of *Food & Everyday Life in the Postsocialist World* (Indiana University Press 2009), co-editor with James L. Watson of *The Cultural Politics of Food and Eating* (Blackwell 2004) and co-editor with Yuson Jung and Jakob Klein of *Ethical Eating in the Postsocialist and Socialist World* (University of California Press, 2014). She is currently completing a book manuscript on social justice and charity in Russia.



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Rick (H.N.J.) Schifferstein is Associate Professor at the Faculty of Industrial Design Engineering of Delft University of Technology. He obtained an MSc degree in human nutrition in 1988 and a PhD on psychophysical taste research in 1992 from Wageningen University. After finishing his PhD, he expanded his research field with smell perception and consumer behavior with respect to food products. Before transferring to Delft in 2000, he worked mainly at the Marketing and Consumer Behavior Group at Wageningen University, and one year at the TNO Nutrition and Food Research Institute. His current topics of interest include (multi)sensory perception and user experience, experience-driven innovation, and food design. He contributed to more than 60 papers in international scientific journals, including *Acta Psychologica*, *Food Quality and Preference*, *Chemical Senses*, *Materials & Design*, and *International Journal of Design*. He is principal editor of the *International Journal of Food Design*, and co-editor of the books *Food, People and Society* (2001), *Product Experience* (2008), *From Floating Wheelchairs to Mobile Car Parks* (2011), and *Advanced Design Methods for Successful Innovation* (2013). With his company Studio ZIN, he provides personal coaching and facilitates workshops that stimulate the innovative and creative powers of people and organizations.



## **LUÍS SOTTOMAYOR**

*Winemaker Sogrape Vinhos*

*Porto, Portugal*

When in 1989 he entered the winemaking team led by master Fernando Nicolau de Almeida, Luis Sottomayor knew he was in the right company to take part in making the finest wines of the Douro. Today, his skills recognized and the quality of his work proven, he heads the Oenology team for Casa Ferreirinha and all Sogrape Port Wine brands, a responsibility he assumed in January 2007.

Although Luís Sottomayor's career trajectory has afforded him enriching experiences in several other national and international wine-growing regions, his commitment to Douro and Port Wines is unquestionable and had so far seen him awarded the 2010 Winemaker of the Year Award in the Fortified Wines category by Revista de Vinhos, one of the nation's most prestigious wine publications. In 2012 he was nominated for the Winemaker of the Year accolade at the International Wine Challenge and eventually went on to receive yet another distinction from Revista de Vinhos, this time for outright 2012 Winemaker of the Year.

Author of world-famous wines such as Barca Velha and Quinta da Leda, and of the outstanding 2011 Vintages presented by both Ferreira and Sandeman, Luis expresses great pride in the opportunity he has been given to perpetuate a story without parallel in the world of wines, whilst highlighting the creativity and daring and of those who first set out, unaided by the technological advances of today, to produce wines of a time-defying excellence.

Luís Sottomayors academic training includes courses in œnology from the University of Dijon in Burgundy, France and Charles Sturt University, Australia, in addition to a post-graduate course in Œnology at the Escola Superior de Biotecnologia from Universidade Católica do Porto.



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*Head of Coffee,  
Nestlé Nespresso SA, Switzerland*

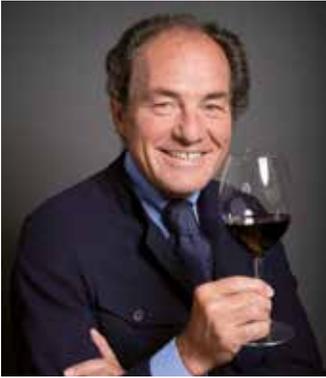
Karsten Ranitzsch is Head of Coffee at Nestlé Nespresso SA. Karsten is passionate about achieving the perfect coffee, ensuring unsurpassed quality in every sip of Nespresso. He is in charge of creating new Grand Cru and Limited Edition coffees and working with his team of Specialists to decide which sources a blend requires. Alongside this work he constantly exchanges information with Nespresso agronomists to ensure coffees are grown under the best possible conditions maintaining the highest standards of sustainability.

Karsten devises Grand Cru concepts to suit every occasion and every taste preference, developing ideas through a combination of creativity and methodology. He and his team work hard to source particular processing methods and new varieties and terrains, studying the sensory realm of these regions in depth and learning about the farmers working the land. Karsten likes to know precisely where the beans come from, how they've been grown and what taste and experience they'll provide in the cup. As a result he travels constantly, building relationships with farming

communities, selecting individual crops based on their high quality and aroma profiles – often discovering new flavours in the process.

In ensuring the finest end results, an important element of Karstens role is to help set quality standards, enabling Nespresso to continue to deliver best-in-class in cup results. In this function he is deeply involved in the development of the Nespresso AAA Sustainable Quality™ Program – a unique initiative developed in collaboration with the Rainforest Alliance, based on Nespresso's direct relationship with over 63,000 farmers. The programme helps ensure the highest quality and environmental sustainability methods are employed in Nespresso's coffee supply chain, while improving the standard of living for farmers and their families.

In his 20 years with the Nestlé Group, Karsten has held a variety of strategic and operational management positions mainly operating out of Germany and Switzerland.



## **GEORG J RIEDEL**

*President Emeritus*

*Riedel Crystal, Austria*

Georg J Riedel, 10th-generation owner of Riedel, the Austrian leader in crystal glassware, served as CEO of the company from 1987 until 2013. His personal philosophy and vision for the business, family-owned since 1756, are one and the same, he says, noting that “I am a person who lives in the here and now, rather than looking back.” Rich in tradition, the European glass manufacturer, with its 1,200 employees, annually produces some 55 million glassware products. Through its proprietary sales companies in North America, Europe, Australia and Asia, the family business has a market presence in 125 countries. “Our commitment to quality requires constant innovation; therefore we regularly invest in the modernization of our production facilities, creating a significant number of new jobs in various markets,” Riedel explains.

As the CEO/Owner, Georg has led the company to achieve great success, using his operational expertise and economic prowess. With the introduction of wine-friendly and varietal-specific glass collections, Riedel realized that glasses should highlight the best expression of the

wine. This concept laid the foundation for the brand's worldwide success and international following.

In 2013 Georg Riedel opened new areas of innovation, applying his knowledge of form and function to non-alcoholic beverages and beginning a new era of product development opportunities for the brand. At the invitation of the Coca-Cola Company, and in close collaboration with Coca-Cola's Atlanta based flavor experts, Riedel conducted a series of glassware workshops to create a finely-tuned, specific shape to enhance the enjoyment of the world's most iconic beverage, classic Coca-Cola. Employing the same blueprint for flavor enhancement, Riedel applied his tasted-tested principles to hot beverages by Nespresso, the global coffee leader based in Lausanne, Switzerland. Aided by the expertise of the company's top coffee authorities, he developed two machine-blown shapes for Nespresso, which amplify the distinct flavors of the coffee leader's popular espresso blends.

"The Riedels are equipped with luck, but we also rely on intelligence, diligence and passion."



**NESPRESSO®**