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## **Growing consumer demand fuels *Nespresso* momentum worldwide Consumers seeking daily indulgence in turbulent times keep *Nespresso* ahead**

Lausanne, SWITZERLAND, 5 March 2012 – Growing consumer demand in 2011 fuelled the momentum for *Nespresso* as the engine of the dynamic portioned coffee segment. Nestlé Nespresso SA achieved sales above CHF 3.5 billion and organic growth of around 20%. “Last year, consumers seeking moments of pleasure continued to choose *Nespresso* despite the turbulent times in many markets and despite a profusion of consumer options in the portioned coffee sector,” said Richard Girardot, CEO of Nestlé Nespresso SA.

To drive consumer demand, *Nespresso* will reinforce its focus on consumer-relevant benefits that shape their experience of our brand: quality, innovation and design, as well as personalised services. “In 2012, *Nespresso*, with its heritage of offering personalised services and enabling consumers to create the perfect coffee, will again be inviting consumers to join it for moments of pleasure and indulgence,” said Mr Girardot.

Consumers trying *Naora*, the new *Nespresso* Limited Edition late harvest coffee, can savour the full taste and aroma profiles of coffee hand selected at peak ripeness. In response to consumer feedback, *Nespresso* brings back *Kazaar*, its highly popular Limited Edition coffee and make it available online for Club Members only.

In 2012, two new *Nespresso* machines will launch from the company’s innovation pipeline. With *Maestria*, its latest machine range, *Nespresso* is inviting consumers to bring home the art of making coffees like baristas. The latest *Nespresso* machine innovation takes the complexity out of making the perfect espresso, so that consumers can enjoy creating their own perfect coffee – and their own moments of pleasure. The new machine features a design tailored to satisfy the taste of the most discerning consumers.

In the coming year, *Nespresso* will grow its retail network to more than 300 boutiques – in addition to its online boutique. *Nespresso* will open more than 40 new boutiques, including a new flagship boutique in London’s Regent Street and San Francisco.

“I believe that *Nespresso* is well positioned to meet the growing consumer demand that will continue to fuel our momentum in 2012 and beyond. On the one hand, consumers will turn more towards entertaining at home, whether for a chat or for a meal,” said Mr Girardot. “On the other hand, as premium hotels, restaurants and even retailers work to create their own unique experiences, they are increasingly turning to *Nespresso* to help them provide their clients with the right finish to a meal or a moment of indulgence in their stay.”

To meet the growing consumer demand in the years ahead, *Nespresso* is strengthening its capabilities and capacity. *Nespresso* will increase the number of coffee specialists and production experts – including its team of coffee roasting and coffee blending experts at its production facilities. *Nespresso* confirms that it is on track with the extension of its Production and Distribution Centre in Avenches, Switzerland. Work will be completed on schedule by the end of the first half of 2012, bringing total investments in this community to CHF 500 million.

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For more information, visit the new Nestlé Nespresso corporate website: [www.nestle-nespresso.com](http://www.nestle-nespresso.com).

### **Media contact**

Julian Liew – Corporate PR & Public Affairs Manager – T: +41 21 796 9742

### **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. *Nespresso* achieved sales above CHF 3.5 billion and organic growth of around 20%.