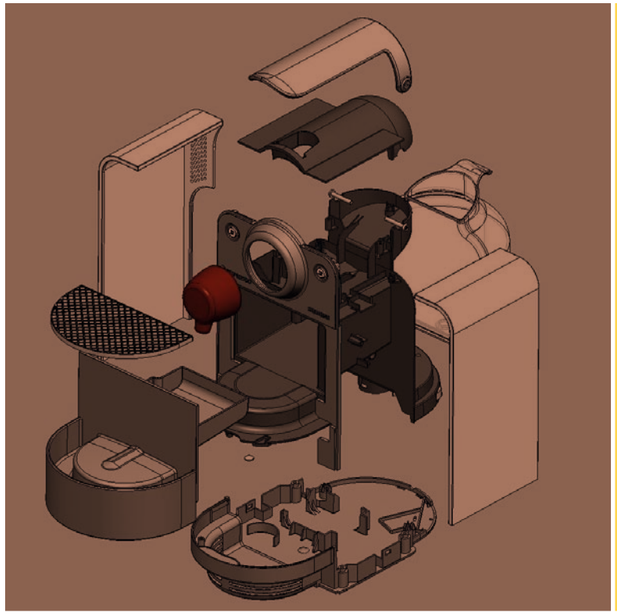
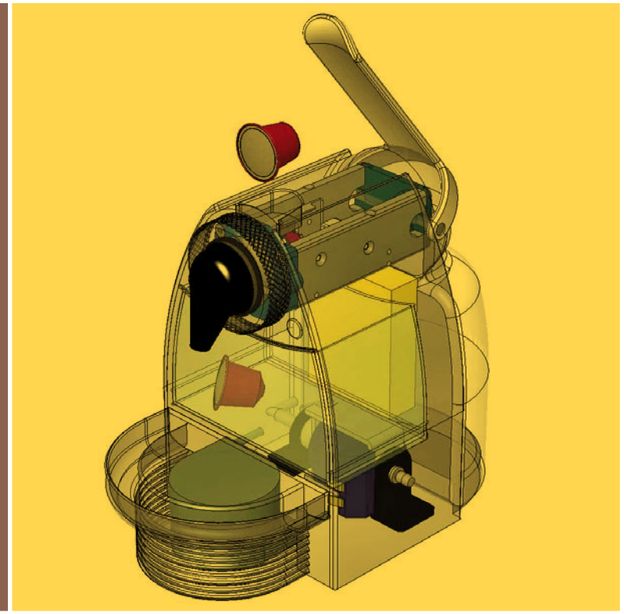
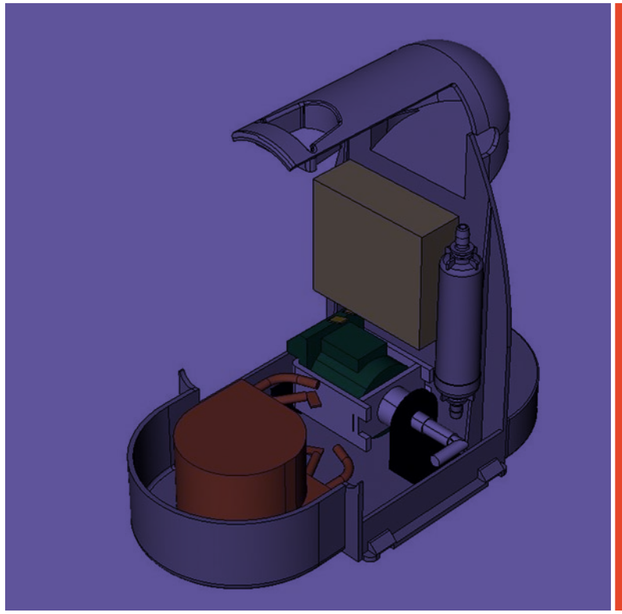
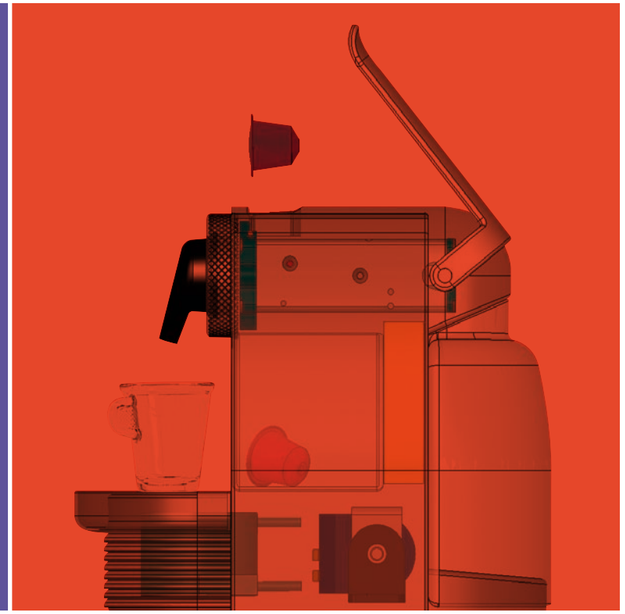
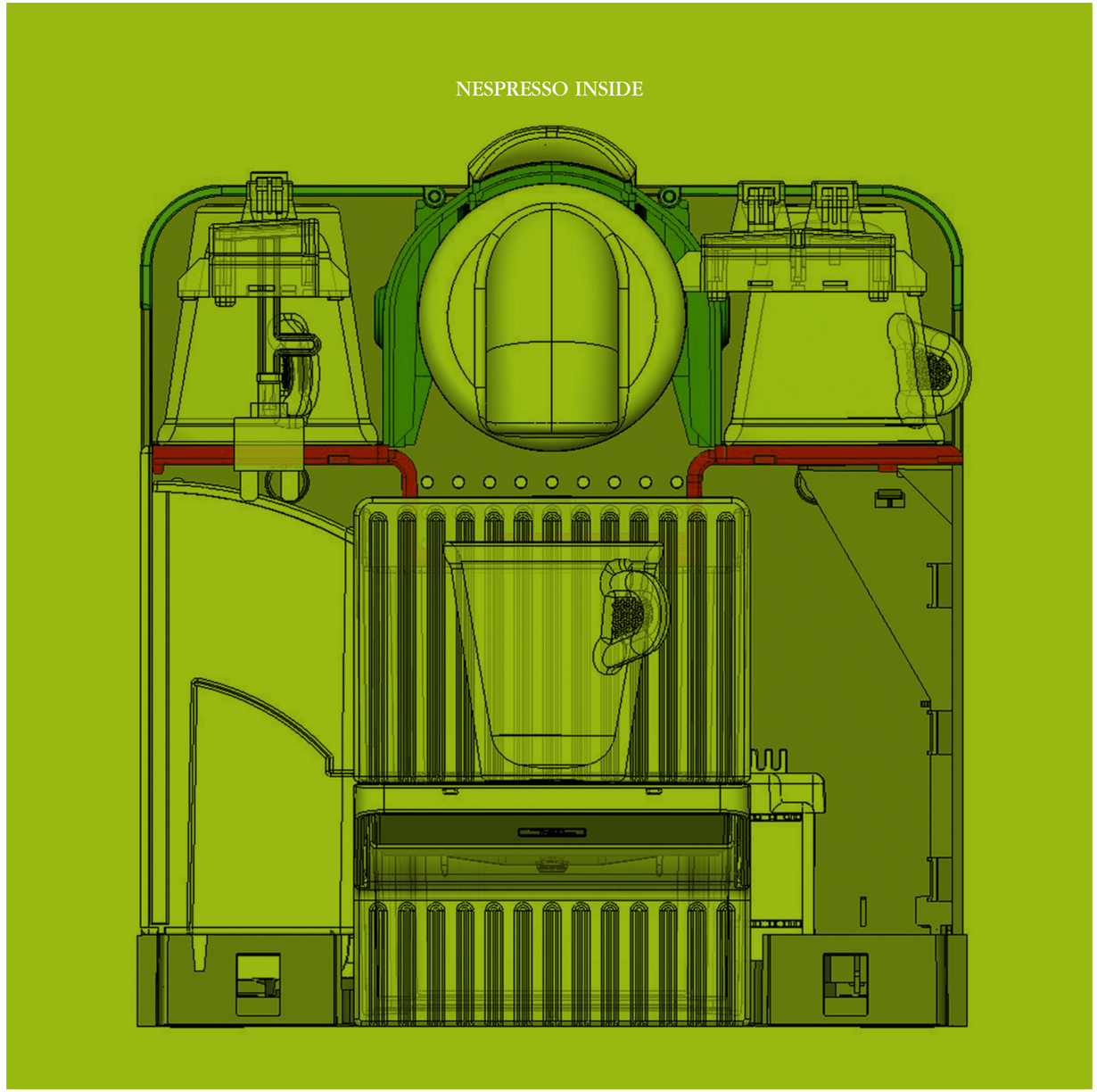








Thanks to Nespresso, coffee aficionados are able to prepare perfect Espresso, Lungo, Cafe Latte, or Capuccino in supreme quality at home and at any time in a few easy steps. It goes without saying that the basis for this pleasure is excellent, highest quality coffee – the Nespresso Grands Crus capsules. Still, proper preparation is essential for flavour and taste to fully blossom. The interplay of all factors, such as water temperature, water quantity and pressure, must be perfectly balanced to achieve the best possible result. What today seems like a matter of course actually began 20 years ago with an idea that would revolutionise how we prepare and drink coffee.

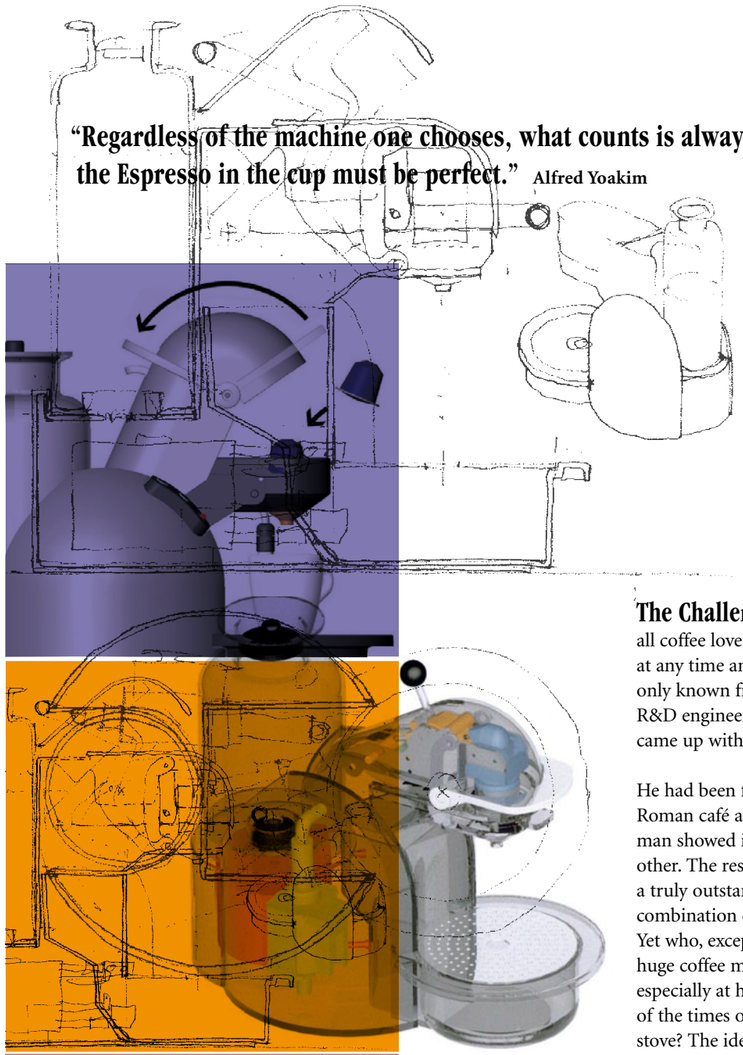




THE COFFEE REVOLUTION

www.nespresso.com

“Regardless of the machine one chooses, what counts is always the same: the Espresso in the cup must be perfect.” Alfred Yoakim





Concept Machine.
A machine that revolutionised the design of all coffee machines that came before it.
The characteristic “beak“ became its striking trademark and doubles as an insertion device for capsules.
The spent capsules are automatically ejected into the designated tray.

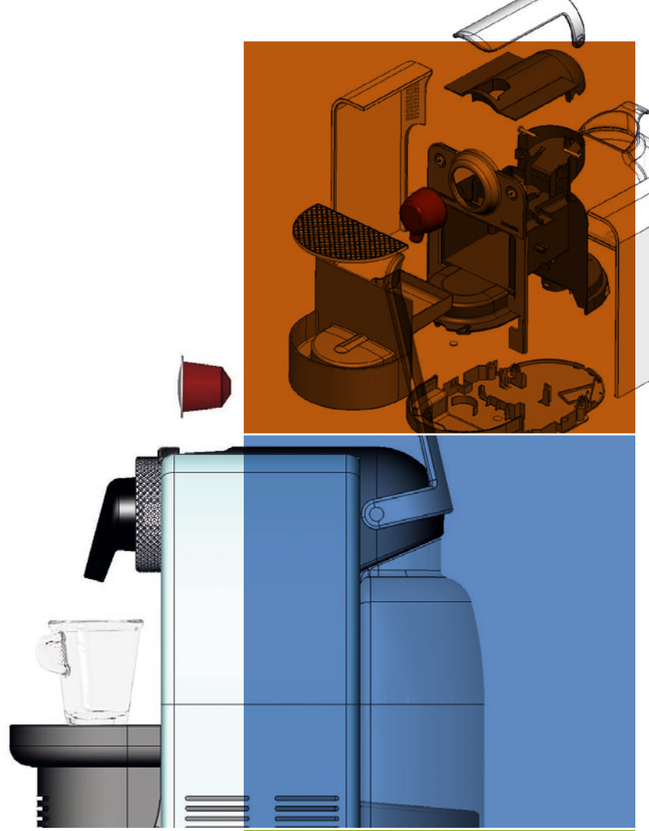
The Challenge Int the beginning was the idea of providing all coffee lovers the opportunity to enjoy an excellent Espresso at any time and without complication, an option at the time only known from really good Italian cafés. It was in 1976 that an R&D engineer working at Nestlé, inspired by a holiday in Italy, came up with a new and revolutionary idea.

He had been fascinated by watching a barista at work in a Roman café and was particularly taken with the perfection the man showed in conjuring up one perfect Espresso after the other. The research team quickly discovered that the secret of a truly outstanding Espresso was to be found in the perfect combination of air, water and – naturally – the coffee itself. Yet who, except for the professional Italian baristas with their huge coffee machines, could hope to achieve such perfection, especially at home and with either the typical filter machines of the times or the caffettieras that were simply placed on the stove? The idea he came up with was relatively simple, but until then, no one had considered developing a comparable system for domestic use. The real challenge was to create a foolproof system that left nothing to chance. Water temperature and quantity had to be exact, air pressure precise and, naturally, the whole thing depended on perfectly ground and, most importantly, fresh and aromatic top quality coffee.The first step towards perfection was made with the development of a capsule that contained the exact amount of freshly ground coffee needed for a cup of Espresso. In order to ensure that only the coffee and not the coffee grounds would end up in the cup, the capsules were to be fitted with a filter. The groundwork for portioned coffee was laid. The Nestlé Management was initially reluctant to put the R&D team’s concept into practice. However, in 1984 the Nestlé Asia Manager at the time got wind of the innovative idea, while the R&D engineer happened to be in Japan for business purposes. His excitement convinced the Nestlé management of the concept’s potential for the Japanese market, and work was soon in full swing. Eventually, two coffee machines were developed for the new system in collaboration with the company Turmix, and four different coffees were “filled” into capsules. At first available only in Japan, they were shortly thereafter also launched in Switzerland and Italy, under the name of Nespresso.

Further Development – Perfection Step-By-Step

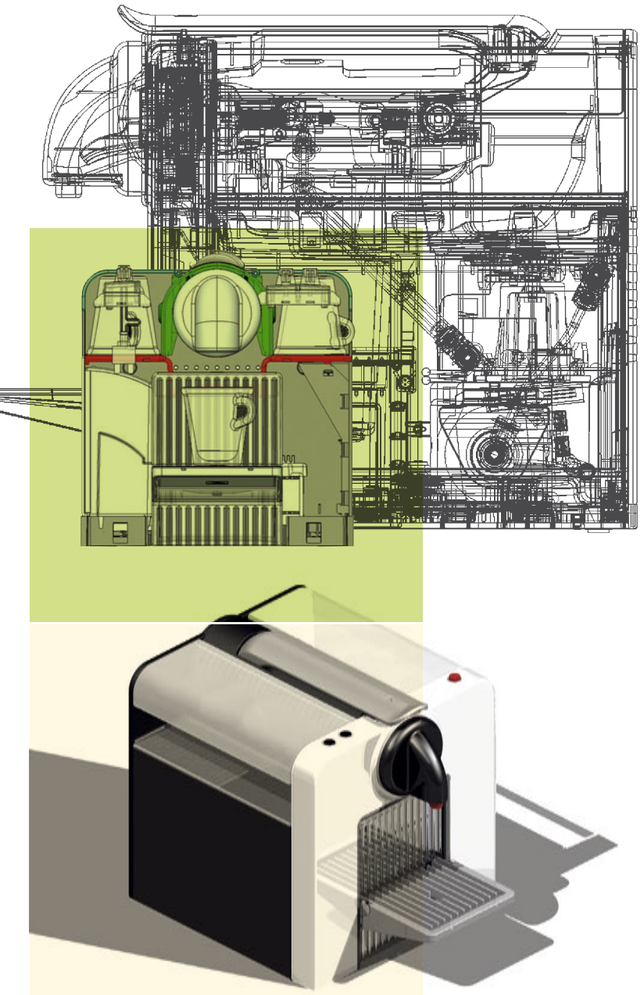
It took some persuasion for the Nestlé Management to realise that Nespresso was not merely a new coffee product but a completely new and revolutionary system that could fundamentally transform the preparation and enjoyment of coffee. Yet in 1986, the brand name Nespresso eventually became an independent company: Nespresso S.A. Based in Switzerland, its mission was to offer customers the perfect Espresso, no less. As is the case with many revolutionary ideas, considerable research and development went into this endeavour; after all, no detail, however small, can be neglected when the goal is supreme perfection.

The first objective was the development of special machines for the capsules that would regulate both temperature and pressure – a challenging task, as it soon turned out. The first machines designed could not consistently maintain, for example, the minimum pressure of 15 bar needed to achieve a perfect Espresso complete with foamy crema. It was clear that further steps needed to be made towards the goal of absolute perfection. At the same time, news was quickly spreading among coffee aficionados of the new method of preparation so radically different from traditionally brewed coffee. The popularity explosion led to the foundation of the Nespresso Club in 1989.Meanwhile, Nespresso’s R&D departments continued their diligent work. In 1986, Alfred Yoakim



Essenza.
As its name indicates, this machine is the essential embodiment of compact and ergonomic design combined with sophisticated technology. The easiest and most comfortable way of preparing a perfect Espresso, at the push of a button.

“After all, the coffee machine is one of the most important and most often used objects in the entire kitchen.” Alfred Yoakim



joined Nespresso and devoted his ingenuity to the further improvement of both machines and capsules. In 1990, the first Nespresso-developed machine, the C200, was presented, followed in 1993 by the C125. The same year also saw the first cooperations with the companies Philips, Koenig, and Gaggia for the production of the coffee machines with the new capsule system. The capsule itself was also improved and the second generation of capsules was introduced in 1991. It maintained the basic concept but eliminated the filter integrated in the capsule. Instead, a disc was integrated directly into the capsule holder of the machine that would perforate the capsule underside at the moment the ideal pressure of 19 bar was achieved. This not only prevented an escape of coffee grounds but also guaranteed the perfect consistency and crema of the Espresso. Every single capsule of the 12 Nespresso Grands Crus contains the exact quantity of ground coffee required for a perfect cup of Espresso.

Design Revolution However, the new system was not the only revolution. A further and no less important aspect of the new technology was the opportunity to thoroughly rethink the design of traditional coffee machines. In this area it was in particular the vision of Swiss designer Antoine Cahen - working in close collaboration with the Nespresso Marketing and R&D team - that led the way. The sky was the limit with regards to creativity, as is always the case in good design, as long as top functionality, technology and ergonomics were taken into consideration. The result was a machine codenamed "Pelican" (but better known as the Concept Machine), which completely redefined the traditional image of coffee machines, and whose look and design were as different from traditional precursors as the way it was operated.

Le Cube.
Le Cube's timeless and clear-cut cubic design conceals innovative technology of the highest order. Functional details such as the integrated hot plate and the adjustable drip tray make the preparation of Espresso a pure pleasure.







There are those who call him the **father of the portioned coffee system**, a title he is too modest to accept. He prefers to refer to his achievements simply as belonging to his job – a job, he reminds us, that is part of that of a large team, something that **Alfred Yoakim** considers of paramount importance. "No teamwork, no innovation", is his creed. Yoakim and his team have been working ceaselessly on the development of the Nespresso System since 1986.

Under his leadership, Nespresso has filed no fewer than 70 patents, including the second generation of capsules, the "Pelican" concept machine, the "Balcony" capsule insertion system, and the compact brewing unit at the core of every Nespresso machine. In 2006, he was honoured by Nestlé and Nespresso with the Innovation Award for his achievements and his tireless efforts to push the boundaries of perfection ever further.

What exactly distinguishes the Nespresso System from conventional coffee machines?
Alfred Yoakim: With conventional machines it is often very difficult to maintain the consistency of all the important components. The quantity of the coffee used isn't always the same, the coffee isn't always ground the same, pressure and temperature are subject to variations. With our capsules and machines, all these parameters are always identical, a fact that guarantees the constantly high quality level of our Espressos.

Does that also signify that the essential components of all Nespresso machines are the same?
Alfred Yoakim: Exactly. It was always important for us that, no matter which machine you eventually choose, the result would always be the same. In the end it's all about the quality of the coffee in the cup – which must always be perfect.

The capsule plays an essential part in that. Why did you decide to change it?
Alfred Yoakim: Well, by taking out the filter we wanted to simplify the production process of the capsules. And this second capsule generation is much lighter and we could decrease by 50% the amount of aluminium contained in the capsule. Seen from outside, the changes are almost invisible, which was important for the system as a whole. Everything is very detail-oriented, and whenever a tiny thing is changed it usually means that adaptations need to be made in the entire system.

The new system also entailed new design opportunities.
Alfred Yoakim: Yes, obviously. We managed to let go of our previous conceptions and try out new approaches. In the beginning we were a bit sceptical, as far as the acceptance by the public was concerned. Don't forget that, until that time, Espresso machines hadn't really changed for decades. People were so used to the way they looked and worked. However, our machines were accepted very well, virtually from day one.

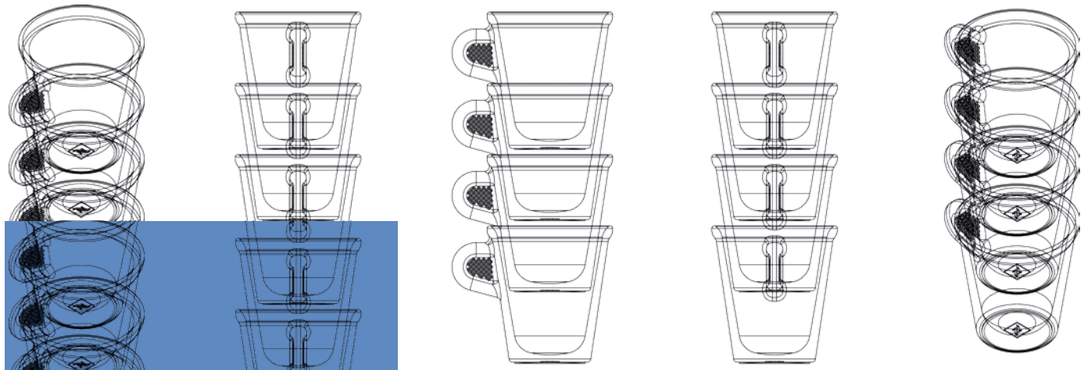
After all, a simple and basically functional thing was turned into a design object...
Alfred Yoakim: Probably the time was ripe for a change. Design became increasingly important in everyday life. And let's not forget that the coffee machine is one of the first objects that many people see in the morning. Not to mention that it's one of the most important and most used objects in the entire kitchen.

That must have been the reason why so much importance was attached to simple operation during the development phase?
Alfred Yoakim: Yes, exactly. Simplicity is one of the greatest assets of our system. This is why we developed the capsule ejection, for instance. However, one should bear in mind one thing: in the end, people want to prepare their own cup of Espresso themselves; they consider it part of the ritual of enjoyment.

Speaking of which, what does Alfred Yoakim's personal coffee ritual look like?
Alfred Yoakim: To be frank, I didn't even have a ritual until I began working for Nespresso! I drink mine black and short, two to ten cups a day, depending on how much sleep I had.

And how do you see the future of coffee drinking?
Alfred Yoakim: I believe that the capsule will soon be as indispensable as the teabag. We have managed to develop an excellent product over the last 20 years, and I think we'll be able to further improve it over the next 20.





Design Aesthetics.
The wide range of Nespresso accessories makes home coffee enjoyment even more perfect – for every occasion and coffee.
(see pages 76-80)



"This machine marks an absolute turning point in the functionality and design of Espresso machines," explains Antoine Cahen who, in collaboration with Alfred Yoakim and his team, creates the machines that double as design statements. The "beak" they developed (the device for the insertion of the capsule) would become a signature design element.
Today, the heart of all machines consists of the compact brewing unit and the 19 bar high-pressure pump. However, the new designs naturally brought with them a new functionality, which further simplified and facilitated the coffee preparation. Thus, the compact design and ergonomic conception of the Essenza are concentrated on the essentials (hence the name) and allow the preparation of Espresso at the push of a button.
The elegant Le Cube (whose name indicates its shape) with its clear lines offers additional functional details, such as an integrated hot plate to keep the cups warm. A high-tech model par excellence is the Nespresso Siemens by Porsche Design, whose exquisite metal casing is as impressive as the simplicity with which it is operated.

Each machine model is, in its special way and look, the ultimate appliance for every high-end kitchen – and chances are, once one has owned such a one, there will never be cause to turn back. As Alfred Yoakim says, "A Nespresso machine can really change your life."

And yet, even the past 20 years is but a chapter in the Nespresso quest for the ultimate in coffee pleasure and convenience.
The story continues, with constant scrutiny to even the smallest details – that could make perfect enjoyment even more perfect.

QUESTIONS ANSWERS

Questions from Coffee Connoisseurs, Answers from Coffee Experts.

What does Nespresso do to ensure the highest quality coffee?
Our quest for Nespresso to be the "icon of perfect coffee" worldwide fuels our commitment to delivering highest quality coffee at every step from the bean to the cup. Three elements in particular are unique to Nespresso's commitment: First, we purchase only the world's highest quality green coffees to include in our Grand Cru coffee selection, grades representing some of the finest and rarest specialty or gourmet coffee in the world. This is achieved through our Nespresso AAA Sustainable Quality™ program that we initiated in 2003. Then, to unlock their potential and develop the desirable coffee flavour, the coffee beans must be roasted. Expert coffee roasters at Nespresso have developed a unique expertise in roasting highest quality green beans and consistently transform these into the most delicious coffee.
The final element is the patented portioned coffee technology, based on hermetically sealed aluminium capsules. This ensures that the flavour of freshly roasted coffee is preserved up to the very moment when it is extracted and released into the cup.
Nespresso believes that only the flavour of a freshly roasted coffee, prepared from the highest quality green beans, offers the "Ultimate Coffee Experience", which we are committed to deliver whenever, wherever and however to our Club Members.

What factors affect coffee freshness?
Exposure to oxygen, humidity and/or light are factors that strongly contribute to the rapid deterioration of the desirable fresh aroma of coffee. Proper packaging materials and storage conditions are indispensable for a prolonged shelf life of ground and roasted coffee. However, this protection stops once the packing has been opened. The hermetically sealed Nespresso capsules are opened and extracted at the very moment of consumption, delivering highest freshness in the cup.

How does Nespresso assess freshness of its coffee?
Nespresso coffee experts at the Nestlé Nespresso research centres in Orbe and Vers-chez-les-Blanc in Switzerland have conducted detailed studies on coffee freshness and the preservation of coffee flavour. Our sensory specialists supported by our coffee scientists have identified several freshness "markers" that contribute significantly to the fresh coffee character. These are key flavour compounds that are sensitive to oxidation (air and/or humidity). There are also compounds that appear over time in the flavour of coffee as a consequence of oxidation, which contribute to the development of "off-flavours".
Analysing the disappearance of the first family of key aroma compounds and the appearance of the second family of oxidation markers, our coffee experts ensure that we deliver to our Club Members Grand Cru coffees of the highest freshness, day after day, cup after cup.



How does the Nespresso capsule system maintain coffee freshness?
The Nespresso capsule system ensures that even the most labile flavour compounds – indispensable to the freshness and signature of the Grand Cru coffee varieties – are preserved in the right balance and intensity. The capsules protect the freshly roasted and ground coffee from coming into contact with air (oxygen) and humidity, which are both very detrimental to the fragile key coffee flavour compounds. The capsules also protect from light, which makes the coffee flavour fade over time. The capsule technology thus guarantees the freshness and the quality of coffee throughout its shelf life.
It is this iconic capsule technology, coupled with the highest quality green coffee, which lies at the heart of the unmatched quality of coffee we are committed to deliver to our Club Members.