

NESPRESSO LAUNCHES NEW RANGE OF DECAFFEINATED GRANDS CRUS

Crafted for coffee lovers who want all the character and aroma of their favourite Grand Cru but without the caffeine

Lyon, France 27th January. The name “Nespresso” is already synonymous with providing the finest coffee experiences. So why should decaffeinated coffee moments be any different? The coffee experts at Nespresso took the three most popular Grands Crus - one Intenso, Espresso and Lungo and created decaffeinated mirror images. The new coffees have been especially created to match the exceptional character and aroma of their original Grand Cru alter egos. This means that coffee lovers can extend their Nespresso pleasure any time of the day or night.

Nespresso aims to deliver an extraordinary coffee experience cup after cup guaranteeing an exceptional quality and the new decaffeinated range is no exception. The rich aromatic notes of green coffees in the blends are carefully preserved during the decaffeination process, which respects the coffee bean's true nature and which makes it possible to maintain the strength and richness of its aromas.

Each Nespresso Grand Cru has what is known as its own sensory profile. This profile comprises a set of specific characteristics that include qualities such as intensity, bitterness, roastiness, acidity and aroma. What Nespresso experts have been able to do with this launch is ensure that the caffeinated and decaffeinated blends of the respective Grands Crus share the same sensory profiles which is a very special feat in the world of coffee and ensures the same moments of pleasure can be enjoyed with or without caffeine.

Arpeggio Decaffeinato

Dark roasted and rich in flavour, *Arpeggio Decaffeinato* boasts the same strong character, intense body and indulgent cocoa notes as the original *Arpeggio* Grand Cru. The split roasting reveals the specificities of each origin: longer roasting yields a darker bean and releases the intense, cocoa-like flavours of the Brazilian and Costa Rican Arabicas; a shorter and lighter roasting of the selected Arabica from South America highlights its softer fruity notes.

Intensity 9

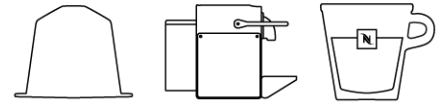
Volluto Decaffeinato

Delightfully sweet and smooth, *Volluto Decaffeinato* has the same rich flavours and round body as the original *Volluto* Grand Cru. The selected pure Arabica beans are roasted separately to highlight their specificities: a shorter roast unfolds the sweet biscuity notes of the Brazilian Arabica, while longer but lighter roast preserves fresh and fruity notes of the Colombian beans.

Intensity 4

Vivalto Lungo Decaffeinato

A complex yet balanced blend, *Vivalto Lungo Decaffeinato* has the same rich character as the original *Vivalto Lungo* Grand Cru: roasted, lightly woody with sweet cereal and subtle floral notes. It is a pure Arabica blend from several origins including South America and East Africa. Separate roasting of the beans brings out the characters of the different origins and develops the complexity of the flavour: a shorter and lighter roast preserves the subtle



flowery bouquet of the Ethiopian beans and the fruity notes of the Colombian, while a darker and longer roast reinforces the character of the blend and develops its bitterness.

Intensity 4

When combined with milk, each new Decaffeinato Grand Cru develops new taste dimensions, as in the case of the original Grands Crus.

A selection of delicious recipes based on the decaffeinated Grand Cru coffees will be made available on the Ultimate Coffee Creations website www.nespresso.com/ultimate-coffee-creations.

The packaging of our new decaffeinated coffees is easily distinguished from their alter egos as it features a striking red dot on top of the capsule. *Nespresso* has always used red to signify decaffeinated coffees and to help our Club Members differentiate those coffees.

The new decaffeinated range will be available from *Nespresso* boutiques worldwide, as well as through orders via the *Nespresso* Customer Care Centers and online at www.nespresso.com.

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About Nestlé Nespresso SA

Nestlé Nespresso SA is the pioneer and reference for highest-quality portioned premium coffee. Headquartered in Lausanne, Switzerland, *Nespresso* operates in almost 60 countries and has more than 9,500 employees. In 2013, it operated a global retail network of over 320 exclusive boutiques. For more information, visit the Nestlé Nespresso corporate website: www.nestle-nespresso.com.