

Discover the extraordinary taste of faraway lands with *Nespresso's* new Pure Origin Grand Cru

Range enhanced by addition of Espresso Origin Brazil

Lyon, France, January 26th, 2015 – *Nespresso* Business Solutions extends its Grand Cru collection with an exceptional new coffee that consists solely of beans from one single country of origin, bringing our professional range of coffees up to 10. *Espresso Origin Brazil* perfectly complements the intense *Ristretto Origin India*. The two blends of coffee bring the evocative spirit of their respective countries into the new *Nespresso* range 'Pure Origin' for our customers.

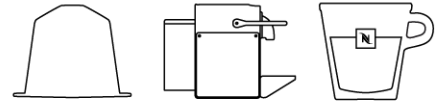
Taking you on a journey of the senses

Espresso Origin Brazil is a delicate blend that will delight mild espresso lovers with its round and satiny smooth character. This pure Arabica coffee will seduce by its velvety texture and an elegantly mild flavour. Enhanced by a note of sweet cereal, the *Espresso Origin Brazil* is an aromatic specialty blend of Brazilian Arabicas with an intensity of 4. The new Grand Cru offers the perfect balance for a gourmand moment when prepared as a Cappuccino or a Latte Macchiato.

In Brazil, two specialties of Arabica varieties were carefully selected to achieve the delicate taste of the *Espresso Origin Brazil*. The Cerrado Arabica with its rich complexity of multiple layers of flavour is beautifully combined with the subtly sweet red and yellow Bourbon Arabica to ensure an exceptional coffee experience. While the Cerrado Arabica beans are roasted lightly and shortly to give it its roundness on the palate, Bourbon Arabica beans are sundried and slowly roasted to give the espresso a mellow, sweet and mild aromatic flavour.

"*Nespresso* is chosen by professional customers and coffee lovers for out-of-home consumption for its ability to create extraordinary coffee experiences. Offering a wider range that includes coffee with a Pure Origin was an insight we collected directly from our customer dialogue. This new Grand Cru will bring the *Nespresso* experience to a new level," said Oliver Perquy, Head of Out-Of-Home , Nestlé Nespresso SA.

Since 1996, the business-to-business team at *Nespresso* has grown to provide its range of products and services to professional customers in more than 50 countries. From the dedicated professional machine range and premium coffee selection to unrivalled value-added customer service, *Nespresso* Business Solutions are designed to meet the needs of the most discerning hosts in the world's foremost hotels and restaurants, as well as those of *Nespresso* business customers around the globe. Since its creation, *Nespresso* has been innovating and tailoring its coffee experiences to create distinct and superior coffee moments for the benefit of coffee lovers worldwide.



Easily Identifiable

Reflecting the intensity of each coffee, the capsules of the two Pure Origin blends, *Espresso Origin Brazil* and *Ristretto Origin India*, are easy to identify through distinguishing colours and symbols decorating the capsules which represent distinctive vegetal elements of each country of origin.

Espresso Origin Brazil will be available from January 5th in Europe and February 23rd for the rest of the world from *Nespresso* online and Customer Relationship Center platforms.

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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.