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The Ultimate Coffee Experience

The beginnings...

During the 1970's, Nestlé anticipated the demand for gourmet specialty coffee. After many years of research and development, including many patents, the preparation of perfect espresso was mastered in 1986 with the *Nespresso* System.

Nespresso grew to embody a unique coffee concept designed to produce perfect coffee, time after time, cup after cup. The unrivalled *Nespresso* “trilogy” unites the world’s highest quality Grand Cru coffees with smart and stylish, award winning coffee machines and exclusive, personalized services to deliver moments of genuine coffee pleasure and indulgence.

At last, the ultimate coffee experience was at hand...



The history of NESPRESSO

1986

Nestlé *Nespresso* SA is founded by the Nestlé Group as a strategic business unit responsible for its own research and development, raw materials sourcing, production and marketing.

2001

Nespresso revolutionises the espresso market once again by launching its new Concept machine in Europe. The machine's striking ergonomic design and ease-of use lead to record sales of *Nespresso* machines.

2004

The year of the *Nespresso* Essenza machine, a combination of revolutionary technology and ultra-modern design, that enjoys phenomenal success with more than 200,000 machines sold in 12 countries in just three months.



The Ultimate Coffee Experience

Today

- Partnerships with leading coffee machine manufacturers provide a range of 32 different coffee machine models, all featuring a combination of innovative technology, highest functionality and avant-garde design.
- Le Cube has become one of the best-selling *Nespresso* machines. A must for design aficionados, Le Cube has set new standards for machine innovation with its pure, minimalist “cubed” design combined with advanced functionality.
- Lattissima, is making its debut. A machine with a new twist, Lattissima’s one-touch fresh milk function enables coffee connoisseurs to prepare cappuccino, latte macchiato and other espresso-based milk recipes with perfect consistency.
- Nearly 90 *Nespresso* Boutiques worldwide.



The NESPRESSO philosophy

Our commitment to you, our customers

For true coffee lovers and connoisseurs, perfect coffee is not just an indulgence, it is a lifestyle. At *Nespresso*, we are committed to offering you the Ultimate Coffee Experience. Our devotion to excellence in everything we do has established *Nespresso* as the worldwide pioneer and leader in portioned premium coffee.

Our non-stop quest for perfection begins with our transformation of the finest green coffees into exquisite *Nespresso* Grands Crus offering full-bodied taste, exceptional aromas and perfect crema. Moreover, we ensure that coffee farmers and their communities benefit from a shared dedication to highest quality coffee through the *Nespresso* AAA Sustainable Quality™ Program.

These exclusive Grand Cru coffees, combined with our stylish, easy-to-use espresso machines and our personalized services, are all designed to guarantee you moments of genuine coffee pleasure wherever, whenever and however you wish.

Nespresso, for pure pleasure, time after time.





The *Nespresso*
System



The *Nespresso* System

The Quintessential NESPRESSO System: the perfect trilogy of Capsule, Machine and Club

Nespresso is in a league of its own in the world of coffee. It genuinely combines perfection and enjoyment, simplicity and aesthetics. The *Nespresso* System is a complete system, featuring individual *Capsules* filled with the finest of coffees and innovative *Machines* equipped with advanced coffee extraction technology specifically developed for *Nespresso*. It even includes a *Club* offering a comprehensive array of exclusive, personalised services.



The *Nespresso* System



The coffee capsule

At the heart of this innovative system are our unique capsules, containing the right portion of perfectly roasted and ground premium coffee to guarantee perfect espresso every time. Hermetically sealed, they preserve the freshness of each Grand Cru and its more than 900 aromas and flavours from the harmful effects of air, light and humidity.



The technologically advanced espresso machine

The advanced functionality built into every *Nespresso* machine begins with our patented extraction and brewing system, guaranteeing superior high pressure extraction to reveal all of the delicate flavours and aromas of each Grand Cru and to enhance them with a topping of thick, smooth crema.



The *Nespresso* Club, the cornerstone of the *Nespresso* System

Anyone who purchases a *Nespresso* machine is automatically welcomed by the *Nespresso* Club. It offers personalised information, advice and specialised services around our coffees, our machines and the *Nespresso* lifestyle as part of our Ultimate Coffee Experience.



Our passion
for perfection



Our passion for perfection

Comprehensive coffee know-how: NESPRESSO expertise

We select the very best varieties of coffee.

Our in-depth knowledge of coffee production and tasting has made *Nespresso* an expert in the world of coffee. Year round, our coffee experts explore the world in search of the best coffees from the best producer countries, including Brazil, Colombia, Costa Rica, Guatemala, Togo, Kenya and Ethiopia. *Nespresso* coffees have unrivalled flavour because our coffee experts select only the very highest quality coffees, gourmet or specialty coffees that also match our specific aroma and taste profiles.

Our dedication to highest quality has led us to develop lasting and mutually beneficial relationships with the farmers who produce these precious beans. We thereby ensure that each premium coffee is grown, harvested and sorted using traditional, manual techniques. We also guarantee the constant quality of our coffee by monitoring every stage of production, from the fruit in the country of origin to the taste in your cup.



Our passion for perfection

We believe that our quest to deliver perfect coffee can only be achieved through sound business practices based on the principles of sustainability and traceability. In recent years, these practices have become the foundation of: The *Nespresso* AAA Sustainable Quality™ Program.

This exceptional program not only safeguards *Nespresso* supplies of highest-quality coffee beans well into the future; it is also an innovative approach aimed at making sure that the coffee farmers and their communities benefit from a shared commitment to ultimate quality. We and our key suppliers work closely with participating farmers to ensure the implementation of farm practices that lead to highest quality beans and economic viability, whilst respecting the environment. Coffee farmers are rewarded not only with higher compensation but also with a long-term partnership with *Nespresso*.

Thirty percent of the coffee that we currently buy comes from the *Nespresso* AAA Sustainable Quality™ Program and the Grand Cru Volluto is made 100 percent from such coffee. By the end of 2010, we expect to buy up to 50 percent of our coffee from this program.



NESPRESSO AAA
SUSTAINABLE QUALITY
PROGRAM

For more information on the *Nespresso* AAA Sustainable Quality™ program, go to www.nespresso-aaa-program.com



Our passion for perfection

Your choice of Grands Crus

At *Nespresso*, we consider coffee tasting to be one of life's most enjoyable pleasures. Our twelve premium coffee varieties offer an infinite number of extraordinary tasting moments.

*Just taste it. And you will understand
immediately what we mean...*



A unique range of flavours

The exceptional choice of twelve *Nespresso* premium coffees combines richness, subtlety of aroma and smooth crema to tantalise even the most refined taste buds. There are three ranges of *Nespresso* Grands Crus to satisfy all tastes, whatever the time of day or preferred coffee recipe.

- The **Espresso range** features nine Premium coffees, each with distinct aromas and flavour notes, best served in a small cup.
- The **Lungo range** is an assortment of three mild, yet intense premium coffees, specially developed to be enjoyed in a larger cup.
- The **Decaffeinato range** of three Grands Crus (two Espresso varieties and one Lungo variety) enables you to appreciate the uniquely intense flavours of Premium coffee in a virtually caffeine-free taste experience.

To satisfy connoisseurs who enjoy discovering exquisite rare coffees, each year *Nespresso* offers **Limited Edition and Special Club Varieties** chosen for their outstanding vintage or for their remarkable aromas. Additional taste sensations are provided by *Nespresso* Variations specialty flavoured coffees, also made available for limited periods.



Our passion for perfection

The Espresso range

Our Espresso range comprises Grand Cru coffees varieties, each with very distinct characteristics and ideal for tasting in a small cup (40 ml) or as the base for delicious coffee-based milk recipes.



Ristretto

Ristretto is the typical Italian coffee. It is a short espresso intense in taste and body, pleasantly lingering and composed essentially of the finest South American Arabicas from Colombia and Brazil. It also contains finely acidic East African Arabicas and a hint of racy Togo Robusta, separately roasted, to create a particularly subtle and original bouquet.

Strength: 10
Tasting suggestion:



Arpeggio

Arpeggio is the Mediterranean blend par excellence made from the finest Arabicas from South and Central America. Highly roasted it has a powerful character with an intense body and an exquisite persistency on the palate. It hints of cocoa and its rich thick crema lasts right through to the last sip.

Strength: 9
Tasting suggestion:



Our passion for perfection



Roma

With its gentle toasted and woody notes obtained by a light roasting, Roma is the ideal coffee for a short espresso without being too strong. Typified by a subtle balance between finesse, strength and plenitude, Roma is a blend of Arabicas grown at high altitudes in Central America to guarantee finesse and coffees from Brazil and Africa to add body and depth on the palate.

Strength: 8
Tasting suggestion:



Livanto

A uniquely rounded and well-balanced espresso with a bouquet delicately woody and cereals. It is obtained by a roasting slightly sustained from very finest Arabicas of Brazil and Central America.

Strength: 6
Tasting suggestion:



Capriccio

Capriccio is an espresso with a rich bouquet. The dominant note takes on the hint of cereals. The presence of Arabicas from South America grown at high altitudes endow this blend with a fine acidity and a beautiful aromatic note. The balance obtained with the right proportion of Arabica from Brazil and a hint of Robusta from Central Africa, lightly roasted, rounds off its perfect richness.

Strength: 5
Tasting suggestion:



Our passion for perfection



Volluto

This blend consisting primarily of lightly roasted Arabica from Brazil reveals a subtle yet present body, soft biscuity notes the semblance of cereals. Its character is enhanced by the right quantity of Arabica from Colombia adding a hint of acidity and a fresh, slightly fruity notes.

Volluto is our first 100% AAA SUSTAINABLE QUALITY™ Grand Cru.

Strength: 4
Tasting suggestion:



Così

Così is an espresso, lightly roasted and with a refreshing acidity. A combination of the finest Arabicas from East Africa offer this blend a characteristic hint of lemon harmonized by the mildness of Arabicas from Central and South America.

Strength: 3
Tasting suggestion:



Our passion for perfection

The Lungo range

Our Lungo range comprises mild yet intense Grands Crus, which are best enjoyed in a larger cup (110 ml).



Vivalto

Vivalto is an intense Lungo which combines a fine roasted note with a subtle flowery hint. The presence of several Arabicas from South America grown at high altitude endows this blend with its balance and a slight acidity. The lighter roasting of Arabica from East Africa highlights its flowery note, while the addition of "Sud de Minas" coffee from Brazil strengthens its character and enhances its bitterness.

Strength: 6
Tasting suggestion:



Finezzo

Finezzo is a beautifully balanced delicate Lungo with a light body. This blend is made from the finest Arabicas grown at high altitudes in Central America and "Sud de Minas" Arabica from Brazil to offer balance and softness. In addition, Arabicas from East Africa release fine citrus notes whilst a hint of African Robusta adds a touch of cereal notes which further enhance the character of Finezzo.

Strength: 4
Tasting suggestion:



Our passion for perfection

The Decaffeinato range

Our Decaffeinato range of three serene decaffeinated Grands Crus for an Espresso or Lungo cup.



Decaffeinato Intenso

Highly roasted with subtle hints of cocoa and cereals, together with an intense body, this decaffeinated variety has all the features of a typical strong espresso. The strong roasting of Arabicas from Latin America and a hint of Robusta endow this coffee with a rich and intense taste.

Strength: 7
Tasting suggestion:



Decaffeinato Lungo

Decaffeinato Lungo has a smooth body and is well rounded on the palate. This is a slow and sustained roast which reveals the tasty roasted, cereals notes of the finest Arabicas from Brazil and Colombia, enhanced by a touch of carefully selected Robustas.

Strength: 5
Tasting suggestion:



Our passion for perfection



Decaffeinato

This is a light and delicate decaffeinated variety which strikes a good balance between softness and acidity. A light roasting highlights the fruity winey of Colombian Arabica a blend which incorporates South American Arabica and a dash of African Robusta.

Strength: 2
Tasting suggestion:





Perfect coffee
any time,
every time

Perfect coffee any time, every time

Perfect espresso:

A layer of smooth crema

Crema is a thick, hazel coloured layer of creamy foam with dark brown lines running through it. Its texture is very compact, without large air bubbles or white spots.

Rich flavours

Thanks to the combination of advanced machine technology and our finest Grands Crus, numerous subtle flavours are released.

Ideal drinking temperature

To enjoy fully developed flavours without the espresso being too hot to drink, the ideal drinking temperature is $67^{\circ}\text{C} \pm 3^{\circ}\text{C}$.

Pronounced body and consistency

All of the tastes are well blended resulting in a characteristic bitter and clean, balanced flavour. The espresso is well structured, full bodied, round, mellow and smooth.

Flavours that linger on the palate

The last impression left by the coffee in the mouth helps us enjoy its pleasant taste for longer, even after the coffee is finished.



Perfect coffee any time, every time

How to make a real espresso?

The quality of a real espresso depends on the quality of the coffee used, in other words, its origin as well as its blending, roasting, freshness and grinding. The espresso machine that is used is also of crucial importance.

The essential characteristics of an espresso machine

High pressure pump

The espresso machine must provide high pressure. At low pressure:

- The crema is uneven and not smooth enough.
- The flavours are too weak.

Brewing time

A brewing time of between 20 and 25 seconds is necessary to develop a layer of smooth crema and to bring out the full flavour.

- A brewing time that is too short will result in a weak espresso with a crema that is too thin.
- A longer brewing time will result in a burnt taste and a crema that is too thin.

The ideal water temperature for brewing

It must be between 83°C and 89°C (which is different from the temperature at which coffee is best enjoyed) to guarantee a perfect coffee in the cup.

- If too cold, the flavours do not emerge properly and the crema is uneven.
- If too hot, the flavours are burnt.





Our exclusive
personalised
services



Our exclusive personalised services

The Club

Providing consistently exceptional service and continually finding new ways to delight our customers are driving forces for *Nespresso*.

Anyone purchasing a *Nespresso* Machine for their home automatically becomes a member of the *Nespresso* Club, our personalised customer service and information network. It provides a treasure trove of information, advice and specialised services around coffee, our machines and the lifestyle - all available through our Boutiques, the Internet at www.nespresso.com or via our local telephone hotlines. These are just a few of the benefits that our Club Members enjoy.

In our unwavering commitment to constantly surprise and delight our customers, we at *Nespresso* challenge ourselves daily to make the Ultimate Coffee Experience even more complete and available whenever, wherever and however.

All part of the genuine pleasure and indulgence Nespresso delivers...

Our exclusive personalised services

The easy way to order

You can order machines, capsules and accessories simply and quickly, 24/7 by: Telephone, Fax, Mail, Internet: www.nespresso.com or PDA: <http://pda.nespresso.com>.

Services adapted to individual needs

- Information and personalised advice on our coffees, machines and accessories and on how to best enjoy perfect coffee.
- Delivery of capsules and coffee accessories within three business days in perfect condition to the address of choice.
- Exceptional “Special Club” and “Limited Edition” Grands Crus coffees each year.
- An exclusive selection of coffee accessories specially developed to enhance your coffee enjoyment.
- Our Assistance Service ready and willing to help solve any technical problems encountered with the machine.
- Special offers throughout the year exclusively for *Nespresso* Club members.



Assistance Service

Immediate diagnosis of the problem over the phone and, if necessary, offer you our Machine Maintenance Package. This package includes:

- collecting the machine from your home or nominated address providing you with a loan machine (subject to availability)
- repairing your machine and carrying out a complete service of all its component parts
- return of your machine to your home or nominated address
- extended 6-month warranty on the machine

Our exclusive personalised services

The boutiques

The *Nespresso* Boutique awaits you.

In nearly 90 Boutiques and Boutique Bars located in key cities around the world, coffee lovers can truly relax, catch up with friends and the latest *Nespresso* offers while enjoying the simple pleasure of perfect coffee. Our coffee specialists are on hand to welcome you and provide advice on our premium- quality Grand Cru coffees as well as the full selection of smart and distinctive *Nespresso* machines. They may even tempt you with the latest offer of accessories from the *Nespresso* Collection.

Drop in and discover the Nespresso Universe as you indulge in the exquisite crema, aroma and taste of Nespresso...



Our exclusive personalised services

NESPRESSO Boutiques all around the world

ARGENTINA

■ Buenos Aires

AUSTRALIA

■ Melbourne
■ Sydney

AUSTRIA

■ Graz
■ Linz
■ Salzburg
■ Vienna

BELGIUM

■ Antwerp
■ Brussels

BRAZIL

■ São Paulo

CHINA

■ Beijing
■ Chengdu
■ Hong Kong
■ Shanghai

CZECH REPUBLIC

■ Prague

DENMARK

■ Copenhagen

FRANCE

■ Bordeaux
■ Lille
■ Lyon
■ Marseille
■ Mulhouse
■ Nantes
■ Nice
■ Paris
■ Strasbourg
■ Toulouse

GERMANY

■ Düsseldorf
■ Frankfurt
■ Hamburg
■ Munich

HUNGARY

■ Budapest

IRELAND

■ Dublin

ISRAEL

■ Tel Aviv

ITALY

■ Milan
■ Rome
■ Turin

JAPAN

■ Aichi
■ Hiroshima
■ Hokkaido
■ Kyoto
■ Osaka
■ Tokyo

LEBANON

■ Beirut

LUXEMBOURG

■ Luxembourg

NETHERLANDS

■ Amsterdam
■ Rotterdam

POLAND

■ Warsaw

PORTUGAL

■ Lisbon

RUSSIA

■ Moscow

SPAIN

■ Barcelona
■ Madrid
■ Valencia

SWEDEN

■ Stockholm

SWITZERLAND

■ Basel
■ Bern
■ Biel
■ Fribourg
■ Geneva
■ Lugano
■ Luzern
■ Paudex
■ St-Gallen
■ St-Moritz
■ Thun
■ Zurich

TURKEY

■ Istanbul

UK

■ London

USA

■ New York City

For more information on Nespresso boutiques worldwide go to www.nespresso.com





Our coffee
machines

Our coffee machines

Innovation and convenience: the pillars of our System

Continual innovation drives the technology and user-friendliness of *Nespresso* System machines to the highest level. All of our machines represent a perfect balance between design and functionality; everything has been foreseen down to the smallest detail to prepare exceptional coffee.

Only *Nespresso* System machines can reveal the full character of the *Nespresso* Grands Crus enjoyed as espressos, delicious espresso-based milk beverages and lungo coffees.



The secret of *Nespresso* System machines:

- Easy preparation thanks to the capsule and the machine's advanced functionality
- Homogeneous, precise extraction
- Optimal coffee freshness, flavours and aromas
- Perfect Crema
- Guaranteed pleasure, cup after cup



Our coffee machines

Our unique extraction system

All *Nespresso* machines feature our technologically advanced and patented extraction and brewing system. It precisely controls all of the elements necessary to prepare perfect coffee:

- Our 19-bar high-pressure pump guarantees the release of all the rich flavours and subtle aromas of *Nespresso* Grands Crus as well as the formation of smooth crema in the cup.
- Our thermoblock heating element precisely heats the water to the ideal temperature.
- Our capsule holder or jaw device system perforates the capsule to allow perfectly heated, fresh water to thoroughly soak the ground coffee under pressure for optimum extraction.

Nespresso, the Ultimate Coffee Experience.



Our coffee machines

Award-winning Design and Style

For *Nespresso*, coffee is not just an indulgence, it is a lifestyle. Always staying abreast of contemporary design, *Nespresso* has reinvented espresso machine design to offer a variety of styles to perfectly suit its customers' lifestyles. Its dedication to design excellence has won *Nespresso* a number of international awards including most recently:

2002: A "Red Dot: Best of the Best" prize for highest quality in international product design was awarded to the *Nespresso* C190 (Concept Line) by the renowned Design Zentrum Nordrhein Westfalen in Essen, Germany.

2002: The *Nespresso* C190 (Concept Line) received a coveted "Good Design" Award from the Chicago Athenaeum Museum of Architecture and Design in the U.S.A.

2004: The *Nespresso* M200 Automatic (Concept Line) won the Small Electrical Appliance of the Year Award at the UK's 2004 Industry Awards in London.

2004: The *Nespresso* D90 (Compact Line) received a coveted "Good Design" Award from the Chicago Athenaeum Museum of Architecture and Design in the U.S.A.

2005: A "Red Dot: Best of the Best" prize for highest quality in international product design was awarded to the *Nespresso* C90 (Compact Line) by the renowned Design Zentrum Nordrhein-Westfalen in Essen, Germany.

2006: Le Cube is awarded a +X Award in Grevenbroich, Germany.

2007: The *Nespresso*-Siemens by Porsche Design machine wins a "Red Dot: Design Award" from the renowned Design Zentrum Nordrhein-Westfalen in Essen, Germany and Le Cube wins the IF Industrie Forum Design prize in Hannover, Germany.



Understand our machines better

1. Manual volume control:

allows you to choose how much coffee you want in your cup by stopping the water flow manually.



2. Automatic volume control:

enables you to control the quantity of coffee you want in your cup (Ristretto, Espresso or Lungo) with a push of a button.



3. The jaw device:

provides consistent quality of coffee flow and extraction. You simply open it, insert a capsule and close the lever. When the jaw is opened, the capsule is ejected into a container for used capsules.



4. "One touch" Function:

simply pressing the button for the recipe desired is all it takes to prepare sublime Macchiatos, Cappuccinos or other coffee delicacies.



5. The nozzle: found on *Nespresso* Concept and Top Line machines, produces steam or hot water. With the steam function, you can create rich, smooth milk froth for your favourite coffee-based milk recipes. The hot water function is used to prepare tea or infusions.



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6. The removable Cappuccino-Caffelatte device: provided on some machines, this exclusive device draws milk directly from a container and automatically transforms it into dense, thick milk froth that then flows directly into the cup.



6

7. The water hardness adjuster: used to modify the machine settings in order to prevent lime scale build-up and to preserve the taste of perfect coffee.



7-8

8. The LED / LCD display: provides visual control of your machine's functions, e.g. selection of your desired type of coffee (Ristretto, Espresso or Lungo). The display is also used to programme an automatic machine.



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9. The cup warming plate: is perfect for preheating cups and ensuring espresso at the ideal temperature so that the flavours and aromas develop perfectly.