



## **New Nespresso Flagship in Munich Debuts Personalized Service Concept to Further Enhance the Ultimate Coffee Experience**

### ***Nespresso* achieves another milestone in its success story with new boutique concept**

**Munich, October 27, 2010** – *Nespresso*, the worldwide pioneer in highest-quality premium portioned coffee, opens today a 450m<sup>2</sup> boutique with an innovative and personalized retail concept at no. 38 Theatinerstrasse, the elegant shopping avenue in the beautiful and historic city of Munich. The new concept allows the boutique's visitors to create their own personalized journeys through the *Nespresso* universe of coffee expertise.

“Our *Nespresso* boutiques have become sought-after destinations for those who value an informed and personalized engagement with the ultimate coffee experience,” explains Holger Feldmann Managing Director, *Nespresso* Germany. “We have taken the in-store experience and services to a new level with our new flagship in Munich. From time-efficient purchases of our Grand Cru coffees, to the discovery of our latest machines and accessories, every need will be met in a unique and personalized way.”

### **New Boutique Concept Focuses on Personalized Services in Renewed Luxury Environment**

As the pioneer and leader in portioned premium coffee, *Nespresso* has in the last 25 years changed the culture of coffee consumption, both in Germany and around the world. In the spirit of continuous innovation that is a key driver to the company's success, and through direct contact with its worldwide community of Club Members, *Nespresso* has taken the ultimate coffee experience to a new level by further anticipating consumer needs and expectations.

At the heart of the new boutique concept lies the desire to further engage its global brand community and offer coffee lovers even more choice in all aspects of their coffee experiences. The new flagship is divided into specific areas, much in the style of an art gallery, which have been designed to satisfy different consumer needs and preferences. The Discovery Room, for example, offers visitors the opportunity to discover all aspects of the brand and its products: from the wide choice of unique *Nespresso* System machines, to the latest collection of purposefully-designed accessories, all in a dynamic yet relaxing and warm atmosphere. The Exclusive Room, a new innovative area of the boutique, is dedicated to Club Members who are already familiar with the brand, and who are looking for a shopping experience at their own pace.



Germany is one of the fastest-growing markets for *Nespresso* worldwide. “We’re proud to have found the ideal location for us to present this new and innovative concept in the sophisticated and elegant city of Munich,” says Holger Feldmann.

### **A New Chapter in the *Nespresso* Success Story**

“*Nespresso* is continuing its strong level of growth worldwide, with an organic growth rate of over twenty percent during the first nine months of 2010,” says Christophe Cornu, Chief Commercial Officer of Nestlé Nespresso S.A. “Highest quality innovation remains the cornerstone of our success and the continuing expansion of our global boutique network plays an important part of our growth.”

Within the context of the international boutique network, and in addition to the boutique inauguration in Munich, *Nespresso* also opened new boutiques this year in the international metropolises of New York City (SoHo), Cape Town, Shanghai, Brussels and Miami. Furthermore, another flagship is planned for Sydney in 2010, so by year’s end *Nespresso* will be operating more than 220 boutiques worldwide.

### **The Architecture – Tradition Meets the New Coffee Culture**

The landmark building at no. 38 Theatinerstrasse is a vital part of Munich’s cultural history. The building was designed in its current form in 1904 by the architect Max Littmann, who created the Jugendstil [i.e. art nouveau] façade that gives this edifice its unique appearance. The *Nespresso* Retail team and the architect of the boutique have delivered the perfect harmony between the traditional architecture of the building and a new contemporary vision and layout to deliver a truly unique retail experience.

#### ***Nespresso* Boutique Munich**

Theatinerstrasse 38

D-80333 Munich

Opening hours: Monday to Saturday, 10:00 a.m. to 7:00 p.m.

You can find additional information at <http://www.nespresso.com>



### **About Nestlé Nespresso SA**

Nestlé Nespresso SA, the worldwide pioneer and market leader in highest-quality premium portioned coffee, introduces consumers to the world's finest Grand Cru coffees to be enjoyed in the comfort of their own homes and savoured outside the home, in locations such as gourmet restaurants, upscale hotels, luxury outlets and offices. As a company, *Nespresso* is driven by core competencies that enable it to create highest quality Grand Cru coffees, long lasting consumer relationships, and sustainable business success. The *Nespresso* offer focuses on its unique Trilogy, the unmatched combination of exceptional coffee, smart and stylish coffee machines and personalised customer service. Together, these three elements deliver moments of pure indulgence – the *Nespresso* Ultimate Coffee Experiences. Headquartered in Lausanne, Switzerland, with more than 4 500 employees, Nestlé Nespresso SA sells products in more than 50 countries directly to its customers. At the end of 2009, it operated a global retail network of more than 190 exclusive boutiques in key cities around the world. For the fourth consecutive year, *Nespresso* is one of the fastest growing brands within the Nestlé Group and one of its "billionaire brands". In 2009, *Nespresso* achieved global sales of CHF 2.77 billion, maintaining an average annual growth rate of 30 percent since 2000. For more information, visit [www.nespresso.com](http://www.nespresso.com).

### **FOR MORE INFORMATION:**

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