



NEW *NESPRESSO* BOUTIQUE BAR MAKES THE SCENE IN NEW YORK'S FAMED SOHO NEIGHBORHOOD

***Nespresso* Expands its International Luxury Retail Operations with the Opening of a New Boutique Bar in Manhattan's Famous Shopping District**

New York City (NY), US — 22 September 2010 — Hot on the heels of the success of the Madison Avenue Boutique, *Nespresso* – the worldwide pioneer in premium portioned coffee – announces the opening of its second Boutique Bar in Manhattan. Located in the cultural epicenter of New York, home to luxury shopping, famed art galleries, chic hotels and more, the new SoHo location brings The New Coffee Culture to downtown Manhattan.

“Our boutiques are embassies for our brand,” said Richard Girardot, CEO of Nestlé *Nespresso* SA. “They enable consumers new to *Nespresso* to meet the brand and explore its deep coffee expertise – which is so important as *Nespresso* builds its presence in new markets.”

Nespresso has experienced a strong first six months in 2010 with organic growth above 25% and is firmly on track to pass CHF 3 billion in sales this year. Despite a changing competitive environment, *Nespresso* earned CHF 2.77 billion in sales in 2009, maintaining its average growth rate of 30% per annum, since 2000. *Nespresso* continues its expansion into new markets and continues to grow production capacity to meet rising demand. *Nespresso* continues to be the fastest growing brand in the Nestlé Group.

The SoHo Boutique joins new boutique locations opened this year in the international cities of Cape Town, Brussels, Miami and Shanghai as *Nespresso* continues to grow its global retail network to more than 220 boutiques this year. New flagship boutiques in Munich and Sydney are also scheduled for 2010.

The *Nespresso* Boutique Bar in New York's SoHo neighborhood is the latest indication of the brand's continued worldwide growth. In 2009, *Nespresso* saw its retail network reach to more than 190 boutiques.

“The New Coffee Culture is about giving people the opportunity to truly savor and enjoy a premium coffee experience whether in a *Nespresso* Boutique or at home,” said Frederic Levy, President of *Nespresso* North America. “While we have grown exponentially in the United States over the past few years, there is still a large, un-tapped coffee-loving population that is not engaged in the *Nespresso* brand. New York (SoHo) is a natural fit for *Nespresso* because it is a gateway to the US for many European luxury brands.

The SoHo location has a coffee bar that will serve the 16 Grands Crus, offer espresso and espresso-based beverages, and serve a light menu for breakfast, lunch and dinner. Customers will be able to purchase the full range of stylish machines, accessories and high-quality Grand Cru coffees.

The newest *Nespresso* Boutique is one of 10 brand-operated boutiques throughout the United States, including *Nespresso*'s flagship Boutique Bars in New York City and Miami, a Boutique in Boston, a Boutique-in-Corner location at Sur La Table in Scottsdale, Ariz., as well as five Boutique-in-Shop locations at select Bloomingdale's (SoHo, N.Y., Chevy Chase, Md., Chicago,



San Francisco and Costa Mesa, Calif.). There are also three *Nespresso* Boutiques located across Canada in Montreal, Vancouver and Toronto.

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For more information, contact:

H.-Joachim Richter
Director of Corporate Communications
+41 79 217 2048

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.