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NESCAFÉ® DOLCE GUSTO™ FACT SHEET

PRODUCT DESCRIPTION

NESCAFÉ® Dolce Gusto™ is a new single-cup coffee system with a proprietary, specially designed one portion capsule that produces a high-quality coffeehouse caliber drink experience. NESCAFÉ® Dolce Gusto™ combines the expertise of NESCAFÉ® coffee making with the hallmarks of Krups® precision, engineering and technical perfection.

KEY PRODUCT BENEFITS

- Stands above the competition as the only single-cup coffee machine designed with a 15-bar pressure system, comparable to coffeehouse machines and far surpassing competitors who offer only zero-to-two bars of pressure
- Unique patented technology of the Custom Control Lever combined with the innovative, airtight capsules optimize the extraction pressure for each variety, delivering the best quality and texture in every cup and allowing the user to customize each coffee drink to the preferred strength
- Highest quality ingredients - features only 100% Arabica roast and ground coffee, rich chocolate and foamy milk
- Eight beverage varieties at launch – including hot and cold coffee drinks and hot chocolate –to captivate and inspire any palate or preference
- Easy to use and clean machine that prepares each drink variety in less than one minute
- Stylish and sleek design that will stand out on any kitchen counter

HOW IT WORKS

The NESCAFÉ® Dolce Gusto™ machine heats water, which is passed at high pressure - a maximum of 15 bars - into the coffee cup through a capsule of high-quality NESCAFÉ® roast and ground coffee. The coffee that is used in the capsules is made of premium 100% Arabica beans.

The high pressure and the capsules are designed to deliver an even distribution of water and pressure over the coffee to ensure that flavor is maximized. This system uses pressure similar to that of professional machines. While drip coffee machines operate at one bar of pressure (normal atmospheric pressure) and a number of competing

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machines operate at no more than two bars, the NESCAFÉ® Dolce Gusto™ system can operate at up to 15 bars of pressure. Each capsule makes one cup of coffee in under a minute.

RETAIL DISTRIBUTION

- Sept. 22, 2008 – Exclusive in Sur La Table nationwide and www.dolce-gusto.us
- Nov. 1, 2008 and forward – select Bloomingdale's, Macy's, Bed, Bath & Beyond and Dillard's Stores, and www.amazon.com

PRICE

- Machine: \$169.99 MSRP
 - Includes free starter kit: white cappuccino cup and saucer set; tall latte macchiato glass; variety pack of drink flavors and a helpful guide containing recipe cards and instructions
- Capsules: \$8.49 MSRP (single flavor, 16 capsules pack)

BEVERAGE VARIETIES

- **One Capsule Beverages**
 - **Caffé Lungo (Dark Roast, Mild and Decaf):** black coffee capsule (4 oz. drink); 100% roast and ground Arabica coffee
 - **Espresso:** black coffee capsule (2 oz. drink); 100% roast and ground Arabica coffee
- **Two Capsule Beverages**
 - **Cappuccino:** white milk capsule and black coffee capsule (8 oz. drink); 100% roast and ground Arabica coffee, whole milk powder and sugar
 - **Chococino®:** white milk capsule and black chocolate capsule (7 oz drink); Hot Chocolate, whole milk powder and sugar
 - **Iced Cappuccino:** white milk capsule and black coffee capsule (8 oz. drink); 100% roast and ground Arabica coffee, whole milk powder and sugar – just add ice!
 - **Latte Macchiato:** white milk capsule and black coffee capsule (8 oz. drink); 100% roast and ground Arabica coffee, whole milk powder and sugar

MACHINE SPECIFICATIONS

- Pressure: 15 bars static pressure
- Weight: 6.61 lbs.
- Water tank: .34 gallons
- Heating: Stainless steel heater/water interface
- Available in three colors: red, black and white

ACCESSORIES

- Cups, saucers, glasses and spoons available through the NESCAFÉ® Dolce Gusto™ Online Shop (www.dolce-gusto.us)

HISTORICAL BACKGROUND

Nestlé pioneered the single-cup coffee system category and is the undisputed number one leader in the super-premium sector with its Nespresso brand. In order to ensure the highest possible quality, Nestlé worked on research and development for a number of years, which resulted in the successful launch of NESCAFÉ® Dolce Gusto™ in Europe in 2007. Nestlé believes that the unique design of the NESCAFÉ® Dolce Gusto™ system produces the highest quality coffee, as good as or better than coffee from any of its competitors and from coffeehouse machines.

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