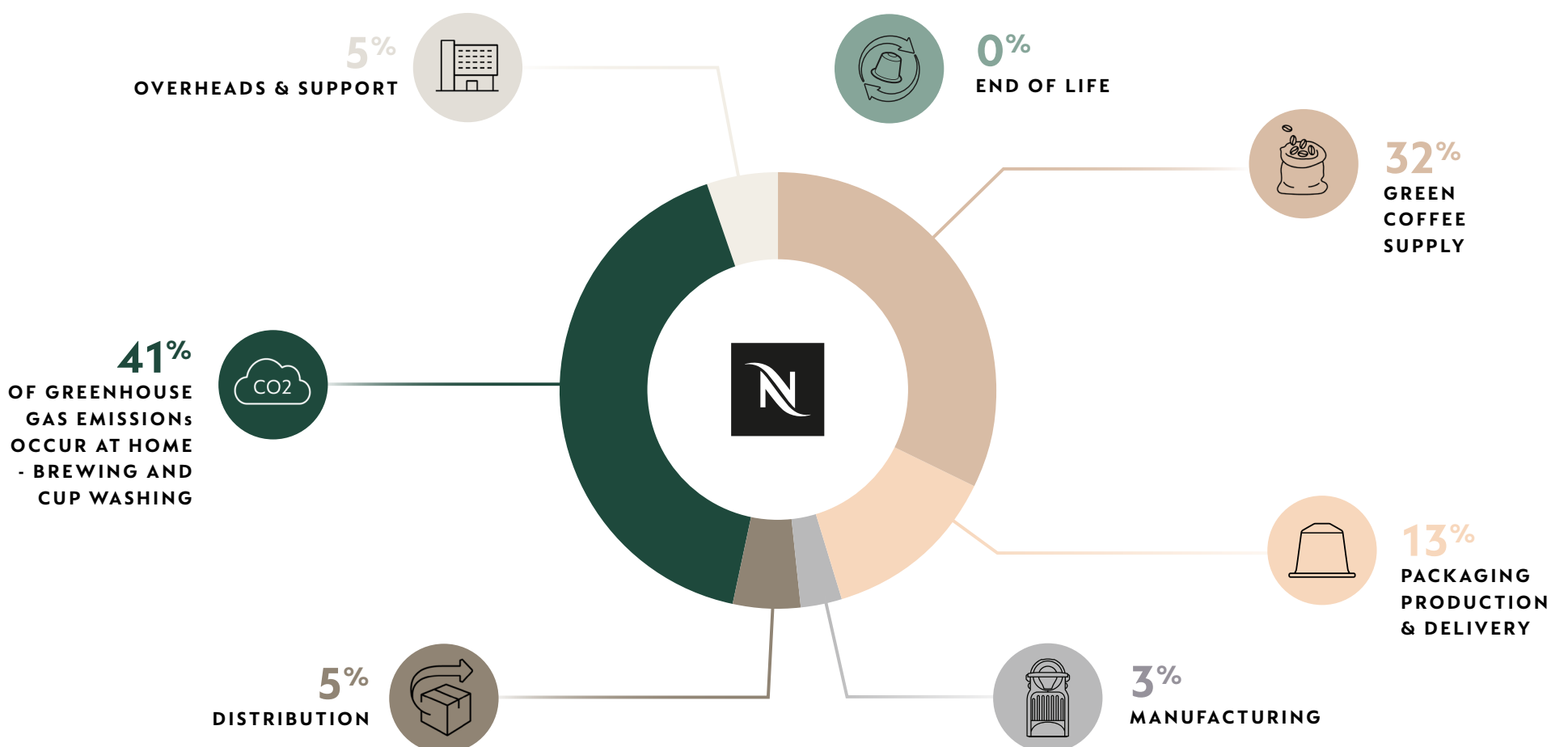


# WHAT'S THE ENVIRONMENTAL IMPACT OF YOUR CUP OF COFFEE?

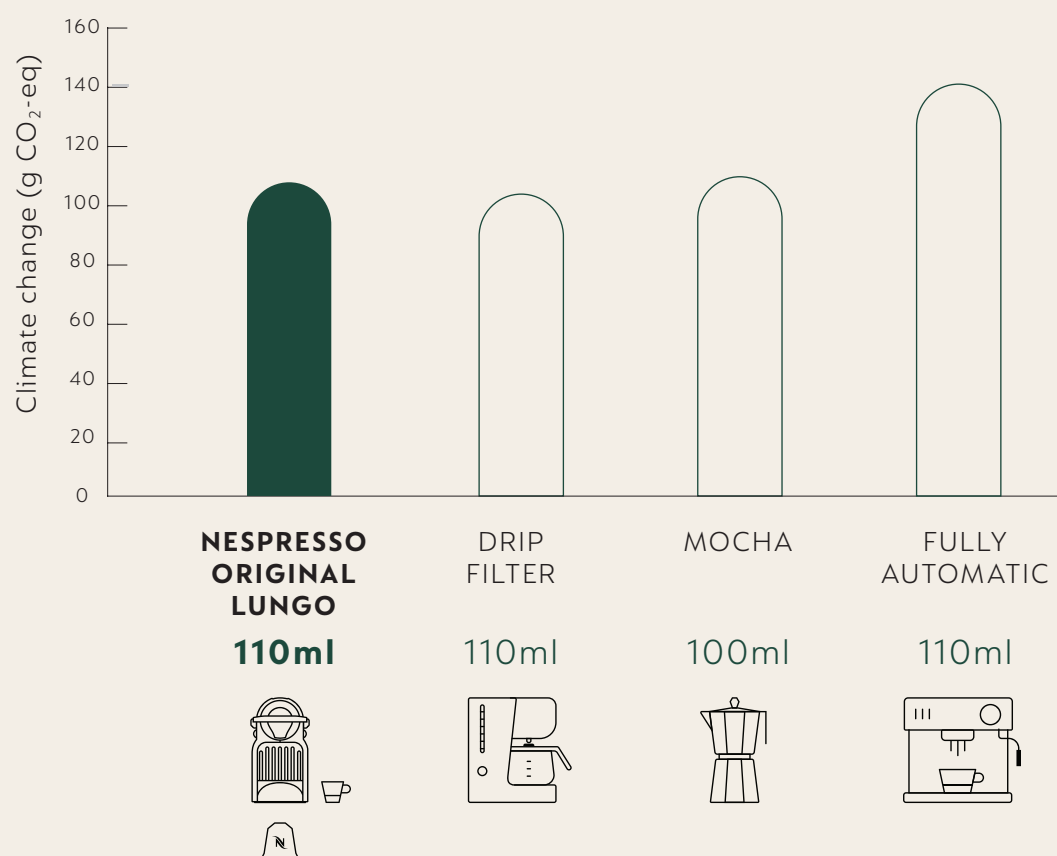
TO UNDERSTAND THE CARBON FOOTPRINT OF A CUP OF COFFEE, WE NEED TO LOOK AT THE FULL PRODUCT LIFECYCLE

THE MAJOR DRIVERS OF THE CARBON FOOTPRINT AREN'T ALWAYS WHERE YOU WOULD EXPECT...

## 7 STAGES OF A CUP OF NESPRESSO ORIGINAL LUNGO COFFEE



## LIFECYCLE ANALYSIS\* SHOWS THE CARBON FOOTPRINT OF A CUP OF COFFEE



**NESPRESSO ORIGINAL SYSTEM HAS A SIMILAR CARBON FOOTPRINT TO DRIP FILTER AND MOCHA WHILE FULL AUTOMATIC HAS A 30% HIGHER CARBON FOOTPRINT**

## RECYCLE WITH US!

**NESPRESSO CAPSULES ARE MADE OF ALUMINIUM, WHICH IS INFINITELY RECYCLABLE, SO WE WANT EVERY ONE BACK!**

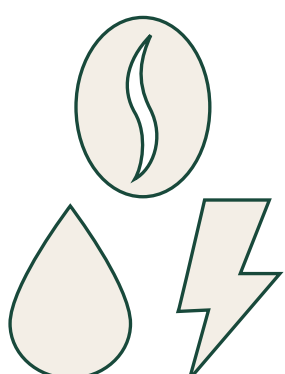
EVEN THE COFFEE GROUNDS CAN BE TURNED INTO COMPOST AND SERVE AS FERTILIZER



## THE BENEFITS OF PRECISION CONSUMPTION

THE NESPRESSO SYSTEM USES A **PRECISE AMOUNT OF GROUND COFFEE, WATER AND ENERGY** TO MAKE ONE CUP, WHICH **MINIMIZES FOOD, WATER AND ENERGY WASTE.**

IN MANY SCENARIOS THIS MORE THAN COMPENSATES FOR THE ADDITIONAL PACKAGING USED FOR PORTIONED COFFEE.



THIS MAKES NESPRESSO ONE OF THE MOST ECOLOGICAL WAYS TO ENJOY A QUALITY COFFEE, AND WE ARE COMMITTED TO GOING EVEN FURTHER.

**EVERY CUP OF NESPRESSO COFFEE WILL BE CARBON NEUTRAL BY 2022.**