

NESPRESSO FIRST TO BRING BACK CUBAN COFFEE TO THE U.S. IN OVER FIFTY YEARS

PLANS TO WORK WITH SMALLHOLDER FARMERS TO INTRODUCE INNOVATION THROUGH SUSTAINABLE FARMING PRACTICES

New York, NY – June 20, 2016 – *Nespresso*, the worldwide pioneer and reference in premium single-serve coffee, announced today it will bring back Cuban coffee to the United States for the first time in more than 50 years. Recent regulatory changes in the United States have allowed *Nespresso* to move forward with its plans, which include making the new Cuban *Nespresso* Grand Cru, *Cafecito de Cuba*, available in the United States in the fall of 2016, initially as a limited edition. Over the long term, *Nespresso* and its partner TechnoServe, a nonprofit development organization, will explore how to work with smallholder coffee farmers in Cuba with the goal ultimately being to support farmers in their production of sustainable coffee and contribute to expanded economic opportunities for them in the long-term.

For more than two centuries, Cuba has produced some of the greatest Arabica coffee in the world. With fertile soil and ideal climate conditions, the country offers an excellent coffee growing environment. *Nespresso* is purchasing Arabica coffee this year that has been produced by Cuban farmers, and aims to continue purchasing it in the coming years.

“At *Nespresso*, we always aim to delight consumers through exclusive, unique coffee experiences,” said Guillaume Le Cunff, President *Nespresso* USA. “*Nespresso* is thrilled to be the first to bring this rare coffee to the U.S., allowing consumers to rediscover this distinct coffee profile. Over the long-term, we have a view to supporting the development of environmentally sustainable coffee farming practices for smallholder farmers which benefit the farmers themselves and their communities. Ultimately, we want consumers in the U.S. to experience this incredible coffee and to enjoy it now and for years to come.”

The U.S. Department of State in late April updated its list of goods produced by independent Cuban entrepreneurs that can be imported into the United States to include coffee. This change paved the way for *Nespresso* to offer Cuban coffee to the U.S. market.

Nespresso's approach to sustainability is embedded in its business practices and focuses on initiatives that preserve the environment for future generations and create shared value for all stakeholders and society. *Nespresso* has extensive experience working closely with coffee farmers to improve productivity and create attractive income opportunities for them. Through the *Nespresso* AAA Sustainable Quality™ Program, which was developed with the Rainforest Alliance, *Nespresso* works with farmers, providing support, training, financing and technical assistance to improve sustainability and productivity while maintaining quality.

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About Nestlé Nespresso SA

Nestlé Nespresso SA is the pioneer and reference for highest-quality portioned coffee. Headquartered in Lausanne, Switzerland, Nespresso operates in 64 countries and has more than 12,000 employees. In 2015, it operated a global retail network of over 450 exclusive boutiques. For more information, visit the Nespresso corporate website: www.nestle-nespresso.com.

About the Nespresso AAA Sustainable Quality™ Program

The Nespresso AAA Sustainable Quality™ Program, launched in 2003 in collaboration with the NGO The Rainforest Alliance, supports coffee communities by investing in community infrastructures, paying cash premiums for superior coffee and best agricultural practices, and providing training, financing and technical assistance to continuously improve quality, sustainability and productivity – the three pillars represented by the “triple As” in the program’s name. This approach drives improvements in social, environmental and economic conditions for coffee farmers and farming communities.

About TechnoServe

TechnoServe is a nonprofit organisation that works with coffee communities around the world. It works in 30 developing countries to support competitive farms, businesses and industries. For nine straight years, TechnoServe has earned a 4-star rating from Charity Navigator, placing it in the top 1 percent of all rated nonprofits.