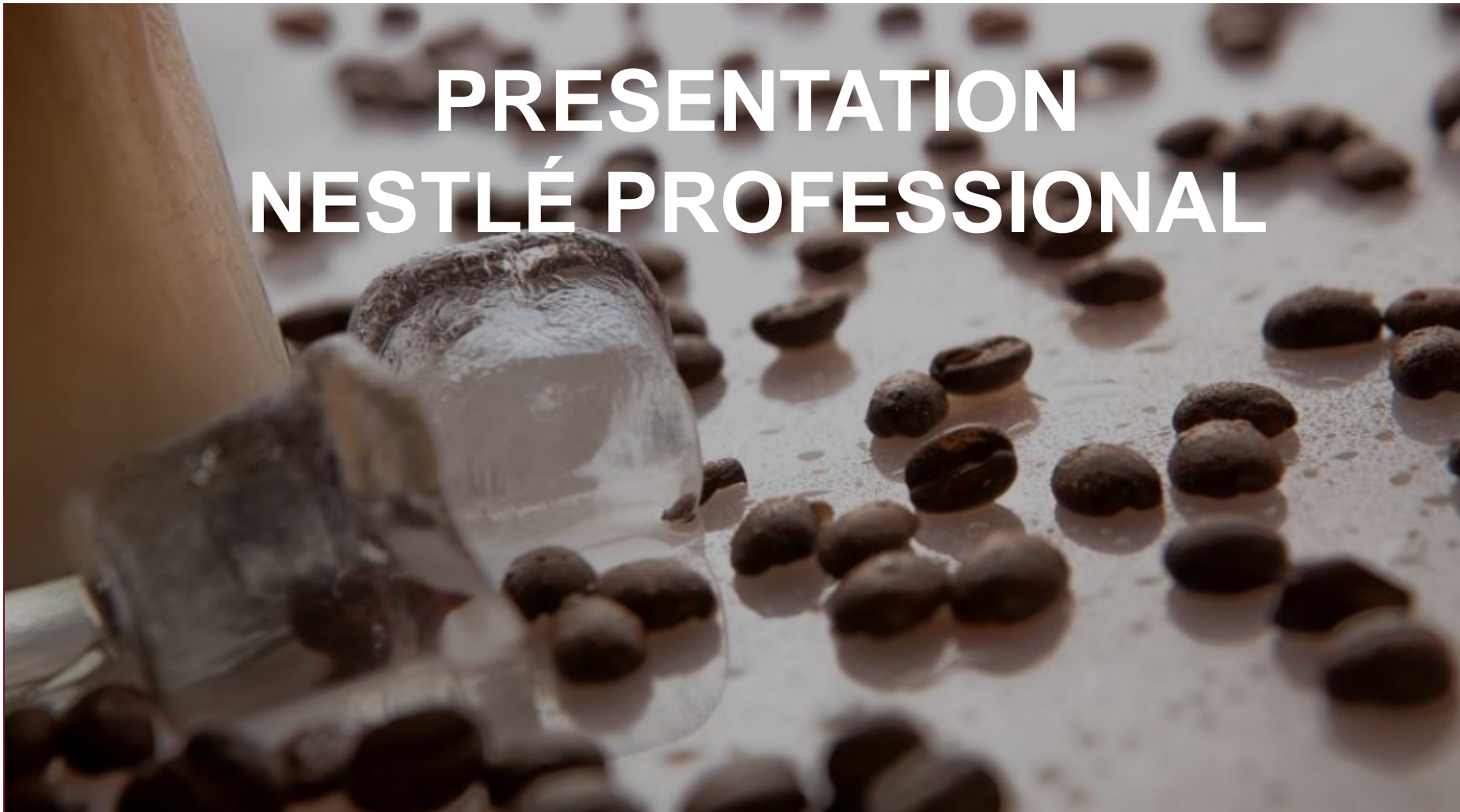


# PRESENTATION NESTLÉ PROFESSIONAL



# Who are we?



- Global NESTLÉ division focused in coffee and beverage consumption in the out-of-home segment;
- More than 15 years experience with solutions for hot and cold non-carbonated beverages;
- Team of professionals from sales, marketing and trade assets management functions;
- More than 10,000 customers, operating in different segments of the out-of-home market.



A close-up photograph of a hand holding a dark-colored coffee cup. The cup is filled with coffee and features a white latte art design resembling a leaf or feather. A stream of white milk is being poured from a spout into the center of the cup, creating a new pattern. The background is blurred, showing a dark surface and a blue object.

**PROFESSIONAL COFFEE  
SOLUTION FOR LOBBY BAR**

BUONDI. The Perfect Blend.

Perfect Style, Perfect Blend



# The Perfect blend

- An original aesthetic concept, thus giving a sense of simplicity, plainness and high design.
- A campaign that will continue by presenting more from the amazing world of espresso and it's perfect blend.
- This idea has two levels of execution and it's a success story because can combine the perfect blend of Cosmopolitan Desire & the perfect blend of product.

# BRAND EXPOSURE



# BLENDS CHARACTERISTICS BUONDI CAFFÉ



**BUONDI Gold**



**BUONDI Premium**



**BUONDI UTZ Organic**



**BUONDI Perfetto**

## Sensory Profile

**BUONDI Gold** is a blend of Arabica and Robusta coffees. It has a strong body, low acidity and good bitterness balanced by a full and creamy texture with nice cocoa notes.

**BUONDI Premium** is a very well balanced blend of Arabica and Robusta coffees. It is a full-bodied espresso, with dark chocolate and hazelnuts notes.

**BUONDI UTZ Organic** is a blend of Arabica and Robusta coffees with Organic origin and UTZ certified. It is a full-bodied espresso with strong, earthy and bold flavor that leaves a long after taste with spicy notes.

**BUONDI Perfetto** is a 100% Arabica coffee, certified by Rainforest Alliance. It has a medium body, medium acidity, low bitterness and sweet almond notes.

## Sensory Attributes

Roasty: 6/10  
Intensity: 10/10  
Fruitiness: 3/10  
Cocoa: 3/10

Roasty: 6/10  
Intensity: 9/10  
Fruitiness: 4/10  
Cocoa: 2/10

Roasty: 6/10  
Intensity: 9/10  
Fruitiness: 4/10  
Earthy: 2/10

Roasty: 6/10  
Intensity: 7/10  
Fruitiness: 5/10  
Toasted cereals: 3/10

## Beans Origins

Mix, majority from Vietnam

Mix, majority from Brazil and Vietnam

Mix from Peru and Uganda

Mix from Brazil & Colombia

## Roasting

Medium to dark roast

Medium to dark roast

Medium roast

Dark roast

## Grams

7g

7g

7g

7.5g

## Temperature

88°C

89°C

89°C

94°C

## ml/sec

30ml/25sec

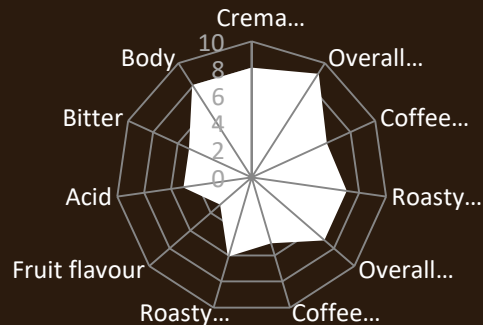
30ml/25sec

30ml/25sec

30ml/27sec



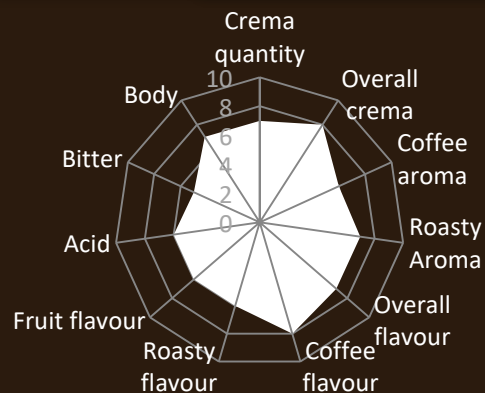
Sensory Profile	<b>BUONDI UTZ Organic</b> is a blend of Arabica and Robusta coffees with Organic origin and UTZ certified. It is a full-bodied espresso with strong, earthy and bold flavor that leaves a long after taste with spicy notes.
Sensory Attributes	Roasty: 6/10 Intensity: 9/10 Fruitiness: 4/10 Earthy: 2/10
Beans Origins	Mix from Peru and Uganda
Roasting	Medium roast
Grams	7g
Temperature	89°C
ml/sec	30ml/25sec







Sensory Profile	<b>BUONDI Peretto</b> is a 100% Arabica coffee, certified by Rainforest Alliance. It has a medium body, medium acidity, low bitterness and sweet almond notes.
Sensory Attributes	Roasty: 6/10 Intensity: 7/10 Fruitiness: 5/10 Toasted cereals: 3/10
Beans Origins	Mix from Brazil & Colombia
Roasting	Dark roast
Grams	7g
Temperature	94°C
ml/sec	30ml/23sec





#### Sensory Profile

**BUONDI Premium** is a very well balanced blend of Arabica and Robusta coffees. It is a full-bodied espresso, with dark chocolate and hazelnuts notes.

#### Sensory Attributes

Roasty: 6/10  
Intensity: 9/10  
Fruitiness: 4/10  
Cocoa: 2/10

#### Beans Origins

Mix, majority from Brazil and Vietnam

#### Roasting

Medium to dark roast

#### Grams

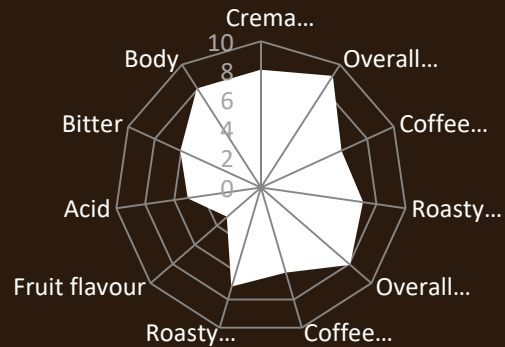
7g

#### Temperature

89°C

#### ml/sec

30ml/25sec





Rainforest  
Alliance



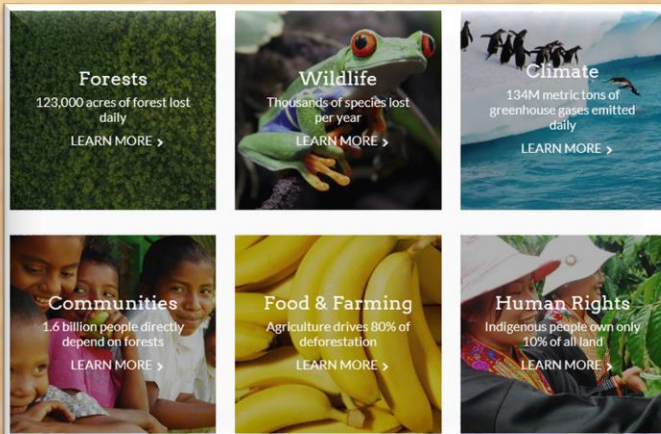
Joining forces for a better future »



Rainforest  
Alliance

The Rainforest Alliance Certified seal stands for:

- ☑ **More efficient farm management**  
As farmers monitor activities on their farms, implement better practices, identify problems, and assess their progress.
- ☑ **Less soil erosion**  
As farmers implement soil conservation practices, such as planting on contours and maintaining ground cover.
- ☑ **Less water pollution**  
As all sources of contamination (e.g., pesticides, fertilizers, sediment, wastewater, garbage, fuel, etc.) are controlled.
- ☑ **Less waste produced**  
As farm by-products are composted and returned to the fields as natural fertilizer, while other wastes (e.g., plastics, glass, metals, etc.) are recycled whenever possible.
- ☑ **Improved profitability and competitiveness**  
As farmers increase production, improve crop quality, reduce worker complaints, and increase worker efficiency, while differentiating their product, improving their access to credit, and often earning premium prices.
- ☑ **Wildlife habitat is protected**  
Deforestation is stopped, rivers are safeguarded by buffer zones, critical on-farm ecosystems (such as wetlands) are protected, and forest patches are preserved.
- ☑ **Reduced threats to the environment and human health**  
As agrochemical use is strictly regulated, the most dangerous pesticides are prohibited, and farmers use mechanical and biological pest controls whenever possible.
- ☑ **Less water consumed**  
As water-conservation measures are applied in washing and packing stations, housing areas, and irrigation systems.
- ☑ **Improved conditions for farm workers**  
Who receive minimum wages, housing, drinking water, sanitary facilities, and a safe workplace, while they and their families get access to schools, healthcare, transportation, and training.
- ☑ **More collaboration between farmers and conservationists**  
With the former playing an integral role in conservation strategy as they help wild flora and fauna find refuge outside of protected areas.



- UTZ is the largest certification program in the world for sustainable coffee
- More than 445,000 coffee farmers benefit from the UTZ program
- UTZ CERTIFIED coffee is produced in 23 countries
- Since 2002, were consumed about of 176 billion cups of UTZ CERTIFIED coffee in 88 countries
- Certification and traceability program for a production of socially and environmentally responsible coffee that unites the interests of producers to consumers.
- UTZ certification answers to two essential questions:
  - What is the origin of coffee
  - How was the coffee produced
- The UTZ CERTIFIED coffee is traceable from the farmer to the consumer. This guarantees that the products have been raised and harvested responsibly.

## EQUIPMENT



*WEGA NEW  
Polaris*

*Grinder E8  
On Demand*



*Barista equipment*

## PRESENTATION



*Cappuccino set*



*Espresso set*



*Biscuit*



*Napkin*



*BUONDI Organic  
Napkin*

# SUPPORT FOR PERFECT ESPRESSO PREPARATION: BARISTA TRAINERS

Team of Barista/ Coffee experts,  
certified by SCA (Specialty Coffee  
Association)



Training of employees at the  
working premises for 2 full days  
in order to train the whole team  
of baristas. Regular visits – every  
30 days.



Checking quality of  
beverages in the cafeterias  
(settings of the grinder and  
machine, recipes and correct  
barista technique)





# SPECIALTY COFFEE ASSOCIATION



The Specialty Coffee Association (SCA) is a nonprofit, membership-based association built on foundations of openness, inclusivity, and the power of shared knowledge. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, SCA draws on years of insights and inspiration from the specialty coffee community.

## **Our Vision**

To create an effective, authentic and dynamic organization to give voice and substance to the possibilities for specialty coffee worldwide.

## **Our Mission**

Engage, inspire, and expand a sustainable global specialty coffee trade through leadership in events, education, and research.



# INSPIRATIONAL CATEGORIES - NESCAFÉ SPECIALTIES

## NESCAFÉ® COLD COCKTAILS



NESCAFÉ MANGO  
LEMONADE



NESCAFÉ STRAWBERRY  
LEMONADE



NESCAFÉ PINEAPPLE  
COLADA



NESCAFÉ  
SPRITZ



NESCAFÉ CHOCO  
STRAWBERRY



NESCAFÉ CHOCO  
AMARENA

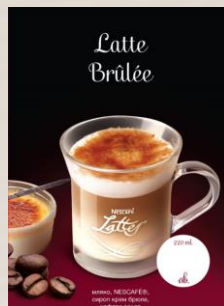
## NESCAFÉ® LATTES – BARISTA SPECIALTIES



Cookie  
Drink



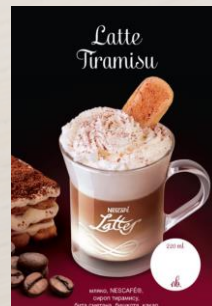
Biscotti  
Dream



Latte  
Brûlée



Latte  
Mint Delight



Latte  
Tiramisu



Latte  
Salted Caramel

# COLD BEVERAGES

## machine



Mixer



Blender



Espresso machine



Blender



## portfolio

- ✓ 100% natural coffee
- ✓ Thick and rich foam
- ✓ Energizing beverage
- ✓ Format 475g



- ✓ Granita beverage
- ✓ Mix of coffee, milk and cacao
- ✓ Format 1kg



- ✓ Format 1kg

- ✓ Thick dark chocolate color
- ✓ Fluffy foam
- ✓ Intense cacao aroma
- ✓ Strong cacao taste with sweet chocolate notes
- ✓ 32% cacao

## menu

NESCAFÉ®  
Frappé 330ml



NESCAFÉ®  
Chocofreddo  
330ml



Hot chocolate 180ml



Cold chocolate 300ml



# The diversified NESTLÉ offer is suitable for all points of consumption in your hotel!

## Conference rooms



## Fitness / SPA center



## Employees



## Rooms/ apartments



## Lobby bar



## Restaurant / block table







# **PORTIONED SOLUTION FOR ROOMS AND APARTMENTS**



# Capsule solution for luxury rooms and apartments



## NESCAFÉ® Dolce Gusto

From bold espresso to indulgent hot chocolate and creamy latte, this coffee pleases your senses and takes you to your favorite coffee shop.

## portfolio

- Possibility for free on loan machines
- Diversified beverage menu
- Well known beverages with consistent quality



# INTRODUCING THE ABOLUTE ORIGIN PREMIUM RANGE

**New NESCAFÉ Dolce Gusto “Absolute Origin” range – coffees from one single origin, and organic certified.**

NESCAFÉ Dolce Gusto has selected coffees from exceptional Coffee growing areas, Corquin in Honduras, Cajamarca in Peru, and Sierra Nevada de Santa Marta in Colombia. Composed of handpicked superior quality coffees, grown with organic agricultural principles, the “Absolute Origin” range offers coffees with a distinct and unique taste.



Corquin – Honduras - Espresso  
Smooth & Cocoa



Cajamarca – Peru - Espresso  
Full Bodied & Liquorice



Sierra Nevada – Colombia - Lungo  
Refined and nutty



# Honduras Corquin

## Smooth Espresso with Cocoa notes



Naturally grown in a wild tropical forest  
With rich bio diversity & fertile soils  
In high altitude, a slower maturation for more aromas  
following the nature's cycle

### Attributes

- Pure Arabica
- Organic
- Round / smooth body
- Balanced & smooth
- Warm notes : Bitter chocolate/cocoa, toasted and malty notes
- Intensity 6





# PERU Cajamarca

## Full bodied espresso with Liquorice notes



Grown in the invigorating Northern highlands of Peru  
With the unique care of the “Minga”\* tradition



### Attributes

- Pure Arabica
- Organic
- Medium-Dark roast
- Full bodied pure Arabica Espresso
- Roasty
- Aromatic wood notes reminding liquorice
- a delicate acidity of blackcurrant buds (fruity, green, vegetal undertones)
- Intensity 8

*The “Minga” is a South American tradition of collective work for social purposes, that infuses the community’s everyday life. This Tradition of care, is naturally replicated in coffee farming practices. This special care and attention throughout the full coffee process guarantees the highest quality*



# COLOMBIA – Sierra Nevada

## Refined Lungo with nutty notes



Grown on steep hills of the Sierra Nevada Mountain  
The natural land of the “Tayrona” indigenous communities, from pre-Columbian times  
Considered Sacred, the land is free from any chemical product since centuries and is therefore perfect for organic farming

### Attributes

- Pure Arabica
- Organic
- Medium roast
- Pure Arabica
- Smooth and velvety body
- Enveloping aroma with sweet caramel and nutty notes (toasted nuts)
- Easy to drink
- Intensity 5





A close-up photograph of a woman with long, wavy brown hair, looking directly at the camera. She is holding a white ceramic mug with both hands, and the mug has a small red Nescafé logo on it. The background is a soft, out-of-focus indoor setting with light-colored walls and a hint of a plant.

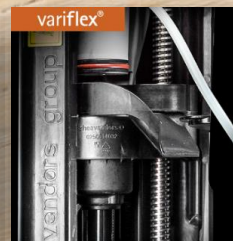
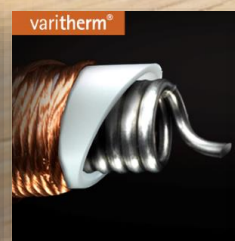
**NESCAFÉ ALEGRIA SOLUTION FOR  
STORES, RESTAURANTS AND BLOCK TABLES**

## FUSION SOLUTION NESCAFÉ

- Possibility for **complete coffee solution**
  - **Freshly ground coffee** for espresso
  - NESCAFÉ® Alegria **coffee and coffee specialties**
- Elegant sleek **design**
- **Automatic rinsing** option
- Fast preparation of the beverages with **consistent quality**
- Possibility for **GRANDE напитки**
- Capacity of espresso beverages per hour: **70 - 100 cups**
- **Audit and servicing**
- Machine can be connected either to the water mains or to an external water pump.



### NEW TECHNOLOGY



# Wide Beverages & Accessories Portfolio

- ❑ Opportunity for 24 different beverages
- ❑ Milky beverages
- ❑ Coffee Specialties
- ❑ GRANDE format beverages
- ❑ NESCAFÉ® 3in1

## On-The-Go Paper Cups



## BUONDI® Organic Set



Napkin



Biscuit





## BARISTA EXPERTISE

- ❑ In-house barista trainer certified by SCA (Specialty Coffee Association)
- ❑ Staff training at the working premises for 2 full days
- ❑ Regular visits aiming to maintain high quality end cup



## Technical service

- ❑ Full country coverage
- ❑ 24 hours reaction time



## CAFÉCARE – PROGRAM FOR COMPLETE SERVICES

- ❑ Internal call center registering all requests





THANK YOU!