

Santena (To), 5 July 2011

PRESS RELEASE

**CAFFÈ VERGNANO PRESENTS ÈSPRESSO: THE NEW CAPSULE COMPATIBLE WITH NESPRESSO®\* MACHINES.**

*The new range of capsules for flavour Made in Italy is available through supermarkets.*

\*The trademark is not the property of Caffè Vergnano S.p.A. or other connected companies.

**Caffè Vergnano** launches **Èspresso**: the new range of capsules destined for distribution through supermarkets and compatible with all the Nespresso®\* coffee machines currently available for sale. The markets initially involved are those of Italy, Switzerland, France, Spain and Portugal.

A concentrate of research and savoir-faire, the Èspresso capsule is the first capsule in Italy to revisit the tradition of coffee in a contemporary key, creating a new experience 100% Made in Italy. The result is a **very high quality product** with an unmistakable aroma that brings all the passion and pleasure of the perfect espresso by Caffè Vergnano to everyday life at home.



The new range, which comprises four varieties, represents something brand new to the reference segment and combines the skill of the Turin company with state of the art technology in a single product. **Èspresso** is unique in its kind: it unites quality Made in Italy with environmental sustainability.

Caffè Vergnano capsules reduce their impact on the environment because they are made of biodegradable plastic in compliance with European Directive 94/62/CE. In observance of the ISO 14855 test method. The Caffè Vergnano capsule is considered to be biodegradable common waste.

The capsule is the product of the partnership with Macchiavelli, an Italian company with a long tradition in the production of plastic, which worked with Caffè Vergnano on the patent for the capsule system and on the Biodé material.

**Èspresso** will be available from the main supermarket chains. This decision has been made purposely to bring the excellence of Caffè Vergnano even closer to consumers, without forcing them to visit boutique stores or buy the product on the Internet.

The product launch envisages two key moments: the **first phase** will coincide with the distribution of the capsules on the shelves of the most important supermarket and hypermarket chains throughout the country, while the **second phase** – scheduled for November – will coincide with the presentation on the market of the **Èspresso branded coffee machine**.

Caffè Vergnano has worked on the project for the coffee machine in conjunction with **Polti**, a leading company in the sector, which will produce the Èspresso machines, which will be available from supermarkets and hypermarkets and in the best electrical appliance shops.

## THE RANGE

**Espresso** will be available in **4 varieties**: *Arabica, Cremoso, Intenso and Dec.*

Each box contains **10 individually wrapped capsules** to maintain the aroma and quality of the product intact.

### **Arabica**



A blend of the finest washed Arabica beans cultivated in Latin America, releases fresh fruit and floral aromas in the cup. It is finished off with a touch of Robusta acidity and its delicate notes are enriched with sweet scents that recall precious cedar wood.

Cup: 20-30 ml ("ristretto"-normal)

### **Cremoso**



The golden, thick cream is persistent. Its clean aromatic expression lovingly recalls oriental spices, with the interesting flavours of vanilla and black pepper.

Cup: 30 ml (normal)

### **Intenso**



The long lasting bronze creaminess enhances the distinctive flavour of dark chocolate in African coffees. Its long aftertaste recalls savoury notes of toasted almonds, with slightly spicy tones.

Cup: 30 -50 ml (normal-long)

### **Dec**



A suitably decaffeinated selection of Arabica beans from Central America, with an African Arabica fragrance, backed by intense fruity notes with hints of precious sandalwood of exotic Asian Robusta origins, make the blend rich with a warm, spicy aroma.

Cup: 30 ml (normal)

Distinctive packaging has been developed for the new range, maintaining the company's elegant image and bearing further witness to its commitment to the environment, thanks to the "**Caffè Vergnano for the Environment**" logo, which informs the consumer that the packaging purchased is made of recycled and recyclable paper, while the capsules are made of biodegradable plastic (Biodè® patent).

## ADVERTISING

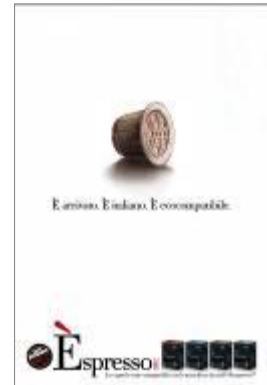
To support the launch, an advertising plan has been developed on several levels.

From the *above the line* advertising viewpoint, a **multimedia campaign** is envisaged.

Alongside the campaign, a **new website**, linked up to the institutional website and dedicated entirely to the **Èspresso** world will be created. It will be updated constantly, with news and information on all the initiatives regarding the promotion and tasting of the product.

As regards *below the line* advertising, the launch plan envisages:

- *activity in the point of sale* with tastings, promotions and samplings of product for the consumer;
- *advertising in the point of sale* with **Èspresso** branded materials: totems, product displays, merchandising (t-shirts, bags);



## THE MARKET CONTEXT

The new product has been created following a precise analysis of recent transformations in the **portioned coffee** (pods and capsules) market, which is undergoing considerable expansion.

Nespresso<sup>®</sup>, established in 1986, is currently world leader in this sector, with an average growth in sales figures of 30% since 2000.

The leadership of the Nespresso<sup>®</sup> brand is based on the distribution of coffee machines (about **350,000 in Italy**) that can be used only with capsules of the same brand, distributed by boutiques of the same name and on the Internet.

## THE OPPORTUNITY

Caffè Vergnano is **the first Italian company** to propose a capsule that is **compatible** with Nespresso<sup>®</sup> machines, combining high quality with easy **availability** of the product, conceived for distribution through supermarkets and hypermarkets.

Èspresso intends to meet the needs of a specific, expanding consumer sector, enhancing tradition and experience with the ability to effectively respond to new market trends.

For information: [www.espresso.caffevergnano.com](http://www.espresso.caffevergnano.com)

## CAFFÈ VERGNANO TODAY

**Caffè Vergnano, the oldest coffee manufacturing company at national level**, managed by the Vergnano family since 1882, has operated successfully for **129 years, in the name of tradition and innovation, promoting coffee culture in Italy and the world**. The company is currently led by **Chairman Carlo Vergnano** and **Managing Director Franco Vergnano**.

Today it is a solid business, capable of tackling new market challenges dynamically and skilfully, which has consolidated its position on the Italian market and gained new, important spaces on the international scene. Caffè Vergnano exports to **over 60 countries** in the world and has **about 100 employees**. The company's success is due to constant effort to achieve qualitative perfection, which real connoisseurs of coffee have been appreciating and recognising in Caffè Vergnano for over a century. A mission pursued with passion, enthusiasm and spirit of initiative by the fourth generation of the family.

With a plant occupying 13,500 square metres in Santena (Torino), 14 automated production lines, over 80 product references and two-figure growth since 2001, Caffè Vergnano closed 2010 with a sales figure of 50,250,000 euros (60% accounted for by supermarkets, 22% by the bar and restaurant sector and the remaining 18% by exports).

This is an important result which highlights the growth trend and consolidates the brand as one of the main players in the coffee segment.

INFORMATION FOR THE PUBLIC: [www.caffevergnano.com](http://www.caffevergnano.com)