

Nescafé® Espresso Concentrated range debuts in Europe

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Nescafé® Espresso Concentrated range has officially arrived in Europe, starting with the UK. Nescafé® is the top-selling coffee brand in the UK, and with the Nescafé® Espresso Concentrated range, the brand is now enabling cold coffee lovers to craft their very own barista-style iced coffee right from the comfort of their own homes.

Traditionally a tea market, the UK now has more regular coffee drinkers (63 per cent) than tea drinkers (59 per cent), in part due to the versatility of coffee. The Nescafé® Espresso Concentrated range empowers consumers to get creative and make their own, personalised iced beverage, be it a creamy iced latte, a robust iced americano, or even mix it in a refreshing twist with lemonade or juice. Because the concentrate easily dissolves in water or milk, coffee drinkers can create café-style beverages in an instant.

"With its growing popularity among younger generations, cold coffee continues to drive growth in the coffee category," said Axel Touzet, Head of Nestlé's Coffee Brands Strategic Business Unit. "Nescafé® Espresso Concentrated captures what young people want in an iced coffee: convenience, personalisation and quality. As one of our six 'big bets' for 2025, this latest innovation has significant growth potential, with the ability to generate over 100 million Swiss francs globally in annual sales over the coming years."

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