

Nescafé® Espresso Concentrate Expands Across Europe

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Nestlé® is expanding its Nescafé® Espresso Concentrate to ten additional markets in Europe to drive growth in cold coffee, one of the company's key growth platforms. This premium liquid coffee concentrate appeals, particularly, to younger consumers who prefer iced coffee year-round, rather than just seasonally. It will now be available in France, Switzerland, Germany, Belgium, the Netherlands, Norway, Denmark, Austria, Spain and Portugal, following a successful launch in the UK & Ireland last year.

The Nescafé® Espresso Concentrate aims to capture the growing trend of iced coffee consumption by offering a high-quality, convenient and customizable option for making café-style iced coffee at home, without special equipment or barista skills. Consumers can easily mix one shot of Nescafé® Espresso Concentrate with milk for a creamy iced latte or water for a robust Americano, or even blend it with lemonade or juice.

Iced coffee drives category expansion by serving multiple consumer needs, such as stimulation, refreshment and indulgence, and attracting new consumers, particularly Gen Z coffee lovers. Nestlé® is well-positioned to capture this opportunity, leveraging its global leadership and deep coffee expertise to innovate and scale in this segment. The Nescafé® Espresso Concentrate is a proof point of the brand's commitment to reinventing itself, innovating and evolving its portfolio to meet consumer preferences. Previous launches of the product in North America and Asia have already generated growth in the coffee category and the Nescafé® brand.

The product will be available in three flavours: black, vanilla and caramel, with plans to add additional flavours that suit local tastes.