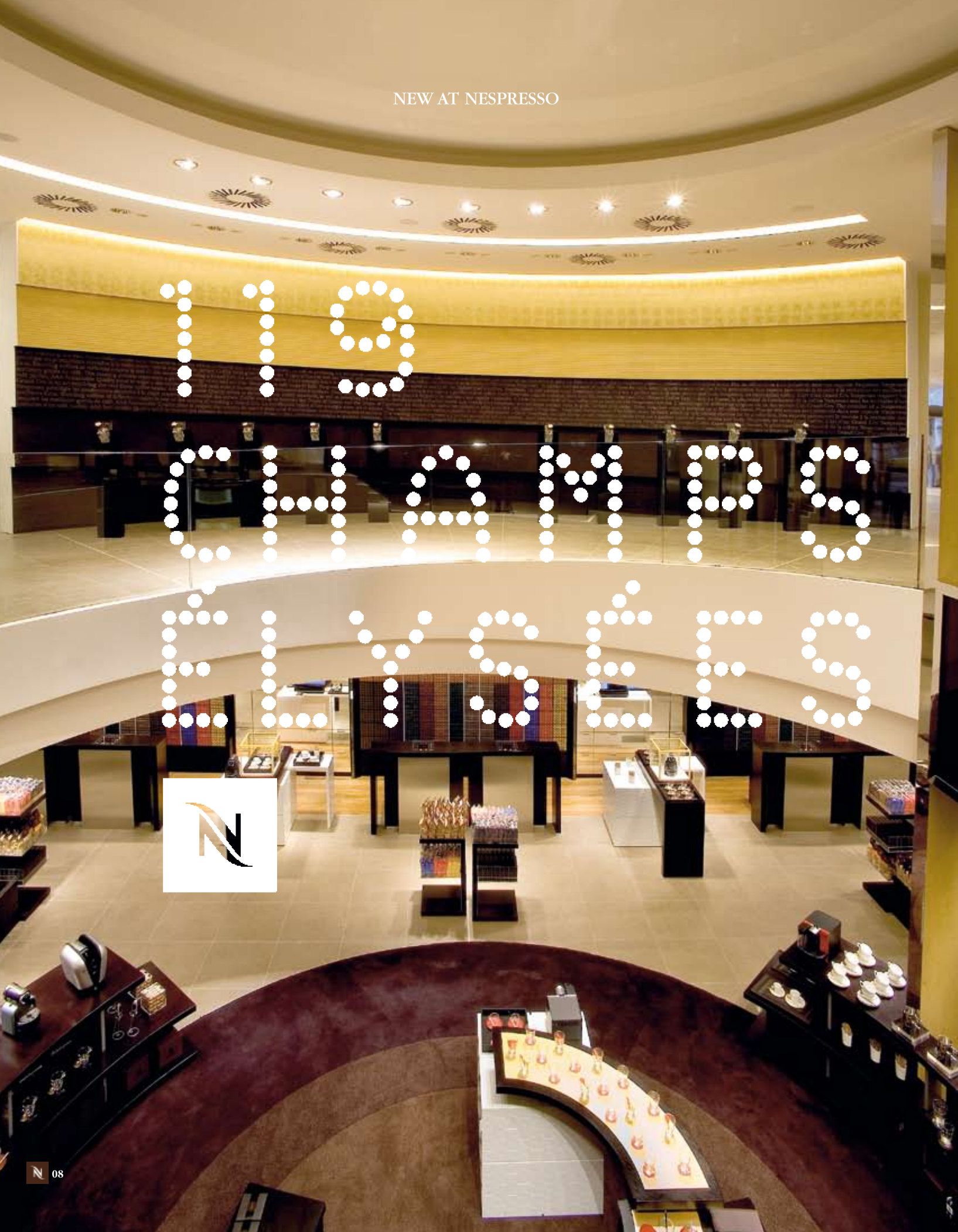


NEW AT NESPRESSO



If you were to ask him, George Clooney would probably smile, shrug and reply “Where else?” – **for a unique boutique deserves a unique location.**

On December 18, 2007, the world’s most beautiful boulevard acquired its latest ornament: **119 Champs-Elysées**. The event marked the birth of **France’s sixteenth Boutique in seven years.**

France is one of Nespresso’s main markets as well as a pioneer of coffee culture. The choice of Paris, the capital city of the good life, as the location of its **Star Boutique** was thus a logical decision. By choosing this legendary Parisian avenue, Nespresso asserted its international status as a world leader in premium portioned coffee.

How can we best describe 119 Champs-Elysées?

1,500 square metres of sophisticated real estate at the top of the avenue, only a few steps from the Arc de Triomphe. For the thousands strolling along the boulevard every day, it is a standing invitation to relish its luxury, calm and pleasure. This Boutique is destined to become the favourite haunt of **coffee aficionados in Paris... and the rest of the world.**



The impressive two-storey flagship Boutique began to take shape in December 2006. For almost a year, 119 Champs-Elysées was hidden from inquisitive speculators by a provocative façade: a 20 metre long and 5.5 metre high canvas adorned by a glittering giant Volluto zipper allowing a tantalising glimpse of the ultimate stylish coffee machine: Le Cube. Actual construction of the boutique took a little over six months of hard work, with up to 140 men at work during peak periods.



The Concept

Entering this boutique is a unique experience. Just one step inside, and you have entered the **Nespresso universe**. “The idea was to create a space which would showcase our expertise and know-how and sublimate the Nespresso experience,” explains Richard Girardot, CEO of Nespresso.

To make this vision come true, it was necessary to call on the expertise of the Agence Francis Kremp, which has been drawing up designs for Nespresso Boutiques for the last five years. The team inaugurated its latest Boutique in France with **119 Champs-Elysées**. Frédéric Bestard, Head of Merchandising and Publishing who ran the project, explains: “Our first task was to imagine different spaces within this one immense space extending over two floors, and to give each a separate identity.”



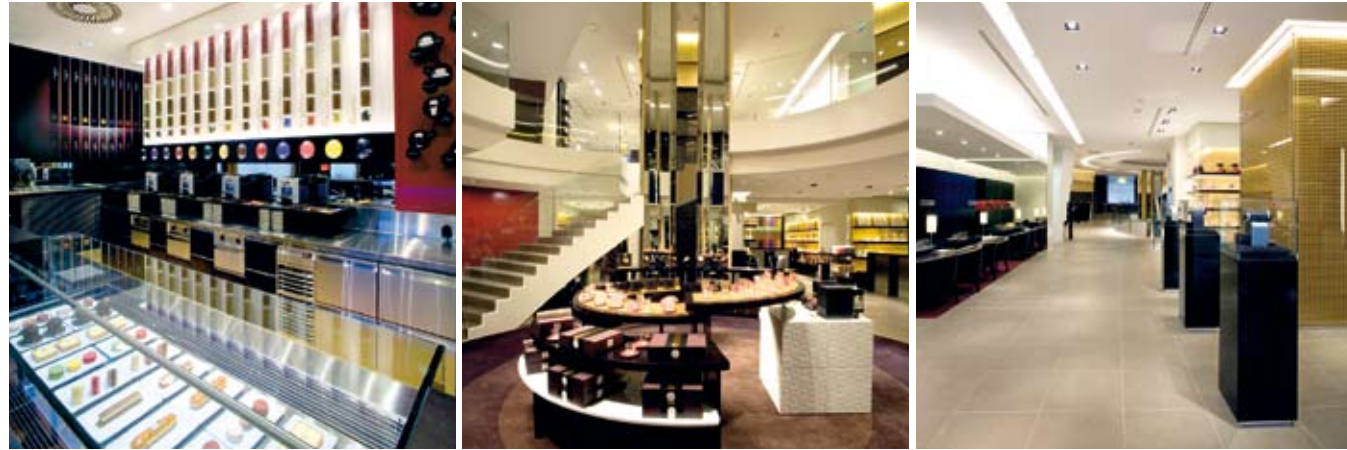
The **Barista Bar** can be seen from the entrance. It is an interactive space where the visitor can savour delicious cocktails and be initiated into the coffee-making ritual. “The barista shares his knowledge while putting on a real show – inspired by the film ‘Cocktail’ with Tom Cruise!” explains Frédéric Bestard.

On the other side you will find the **Machine Gallery**, an exhibition of coffee machines skilfully displayed, which visitors can enjoy trying out. As always with Nespresso, functionality blends with beauty. Further on, you come across the **Nespresso Club** welcome desk, designed as a reception area that visitors can enter after purchasing a machine and acquiring the status of Club Member.

Finally you come to the heartlands of the Boutique dedicated to Nespresso’s expertise, the **Gallery of the Senses**. Beyond the Gallery of the Senses is the cosy **Lounge** where you can savour a coffee along with sweet delicacies prepared by star pastry chef Christophe Adam for Fauchon. Don’t forget the bar where you can best unravel the mysteries of the Grands Crus and learn about the different stages involved in their preparation. Finally, adjoining the Lounge is the **Salon Privé**, all rounded shapes and golden hues. You reach the lower level by descending the majestic central staircase.

Here, in the **Collection Gallery**, you can purchase coffee accessories from various collection series, from designer cups to Olivia Giacobetti’s new scented candles. And at the **Grands Crus Gallery**, you can buy the coffee capsules you savoured in the Lounge. As for the professionals, they can visit the **Nespresso Business Solutions** office for customised business advice.

The Dressing Room is the final touch of luxury at 119 Champs-Elysées. Olivier Quillet, International Marketing Director, explains: “In this design and graphic universe, we offer 16 irresistible colour choices ranging from anis-green to orange with which to dress the Essenza machine.” Fashionista coffee aficionados cannot help but succumb...



Following a VIP opening gala event on December 12, the doors of the largest Nespresso Boutique in the world were opened to the public on December 18, 2007. Its exceptional dimensions – 1,500 square metres extending over two floors – reveal for the first time the full range of the Nespresso expertise. Great attention was lavished on every detail in terms of design and technology. And this relates to all the senses: a state-of-the-art loudspeaker system by Bose supplies the finest sound available.



Architecture

“119 Champs-Élysées is built and designed around a strong sense of movement and beauty, meant to whet the customers’ curiosity,” explains visionary architect Francis Kremp. “Everything has been planned to transform the time spent here into a moment of experience.” The fluidity of the architecture elicits equally strong urges to explore the space as well as to stop and savour it. This is mainly due to the great Heart, the breathing space between the two levels. The areas of the Boutique fit in around this round space, which is somewhat reminiscent of a capsule. The interior architect reveals its mysteries for us: “Its walls, sliced in five strata, symbolise the five stages of the preparation of a Nespresso capsule from its origins in the soil: the earth, the coffee bean, the roasting, the blend and the capsule.” In an effort to maintain a chromatic harmony, the material used has colour tones ranging from brown to golden. This is in fact true of the entire boutique, which aims for natural elegance and plays a game of contrasts between opaque and luminous, black and white. Francis Kremp tells us more: “The materials echo one another in order better to enhance the various dimensions present in this universe: the warmth of the wood, the metal’s technological essence, the transparency of the glass and the golden colour of the brand’s icon – the Volluto capsule.” Seeking to embody the brand’s values as closely as possible, the company weaved its architectural concept around the interplay between the two Nespresso symbols, the square and the circle: expertise and aestheticism blending with sensuality and femininity. Many renowned artists were involved in making this special universe a reality. Artistic director Jean-Christophe Aumas was involved in staging various spaces; Pierre Bonnefille executed the five strata evoking the coffee’s transformation; the talented perfumer Olivia Giacobetti created the Route du Café, a journey narrating through scents the story of coffee from its birth to its ripeness; designer Pascal Haudressy made two distinctively artistic videos about Nespresso products; Fauchon’s master pâtissier Christophe Adam created sweet delicacies to accompany and sublimate the experience of savouring a Nespresso, and finally, DJane Eva Gardner unearthed from her repertoire a world music sound for the boutique and an electro sound for the Lounge. After such sensory experiences, sitting and enjoying a coffee is all the more delicious!



Located only a few steps from the landmark Arc de Triomphe, the 119 Champs-Élysées Boutique evokes Nespresso’s premium and international positioning as the icon of the ultimate coffee experience. By the end of 2008 the number of Nespresso Boutiques will rise from 116 to more than 170 in Europe, Asia, North and South America.



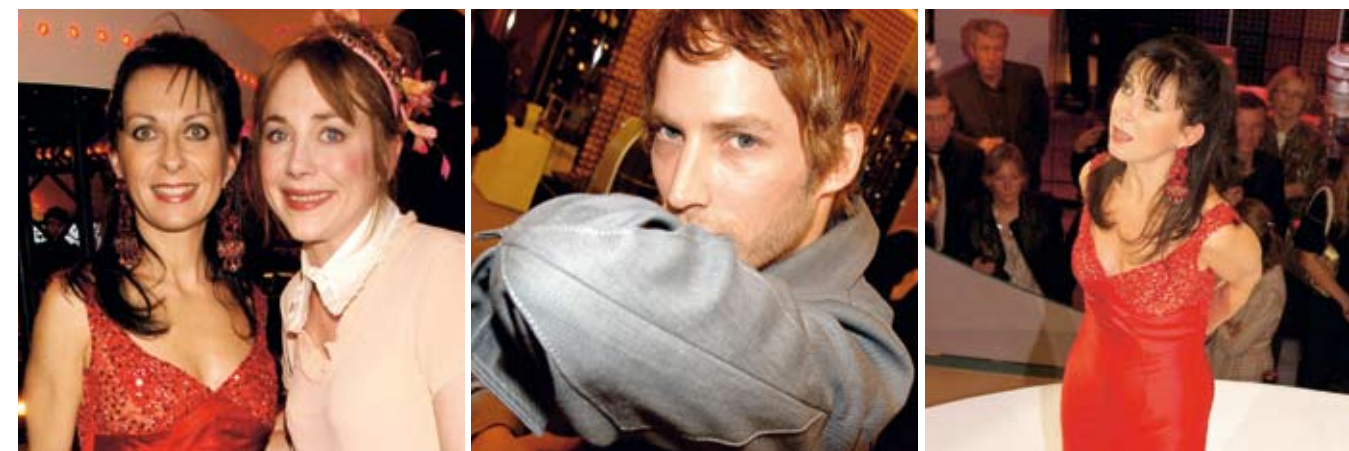
Opening Night Gala

5, 4, 3, 2, 1... and a rain of golden glitter flooded the pavement outside 119 Champs-Élysées. The curtain was then lifted to the tunes of Vivaldi's "Winter" played by the Geneva Chamber Orchestra. Sharon Stone had the honour of taking the first steps onto the carpet. At her side were Nespresso CEO Richard Girardot and Lars Olofsson, Executive Vice President of Nestlé SA. They were followed by 600 special guests, including actors Julie Depardieu, Emmanuelle Seigner, Claire Keim, Charles Berling, François Berléand and André Dussolier; designers Jean-Claude Jitrois and Chantal Thomass; singer Henri Salvador; and top-model Audrey Marnay.

A night full of stars: actress Sharon Stone and director Claude Lelouch (left); designer Chantal Thomass (centre); Tony Gomez, singer Catherine Lara and French actors André Dussolier and Richard Berry (right).



NEW AT NESPRESSO



Great talents from various domains mingled on the opening night of 119 Champs-Élysées: singer Natalie Dessay and actress Julie Depardieu; designer Ora Ito; top-model Sarah Marshall and designer Jean-Claude Jitrois; television journalists Valérie Expert, Eric Revel and Nathalie Renoux (clockwise from top left)



The stunning Sharon Stone spoke before the festivities began. Faithful to her stand as a woman of convictions, the Hollywood star praised Nespresso for being "a citizen-friendly company which gives back to the earth and to its people what it takes." An elegant way to summarize the company's commitment to sustainability and its Nespresso AAA Sustainable Quality™ Program. Speeches soon gave way to a magical show. Many talented artists showcased the Nespresso universe, as embodied by its 12 Grands Crus. After a beautiful rendition of a Handel opera excerpt and of the mythical "Summertime" by soprano Natalie Dessay, the Grands Crus muses stepped onto stage. The modern princesses dressed by Stella Cadente enacted a three-act opera called "Glimmering Dawn" choreographed by the duo "I could never be a dancer". At times mutinous, and at times bewitching, each of the dancers expressed the unique character of the Grand Cru she was personifying. To accompany this, Jean-François Piège had composed his own gustative symphony. The talented chef, who leads Les Ambassadeurs restaurant at the Hôtel de Crillon, tells us: "I found inspiration in the coffee origins, in its scent and texture, but also in the capsule, its colour and material." And the result? A festival of flavours embodied by 18 sweet and savoury delicacies. For example: wishing to bring to mind Arpeggio's subtle aromas, the creator imagined a chicken egg en coque "119" in a truffled emulsion, and – evoking Volluto's roundness – a golden lamb bonbon "Or-Loff" style that playfully reinterpreted the traditional Franco-Russian recipe. Then it was time for the trendy and eccentric mix from DJ-singer Helena Noguerra and her partner Tristan. The evening ended softly around 3am on some jazz standards intoned by the trio Bruno Ruder. A last Nespresso for the road, and then off to bed!



NEW AT NESPRESSO



Club Members Welcome at 119 Champs-Élysées

The day after the glamorous inauguration of the new Boutique at 119 Champs-Élysées, Nespresso gathered a few of its longest-standing Club Members to celebrate the event with a lunch conceived by star chef Jean-François Piège. During a private guided tour they could experience first-hand the high-quality services and unique characteristics that make 119 Champs-Élysées Nespresso's star Boutique. As Michel Moureu put it: "a superb boutique which is all excellence and indulgence, just like Nespresso!"

Jacqueline and Michel Moureu: (Club Members since **January 27, 1997**) Our favourite Grand Cru? For me (Michel) the Ristretto, and for my wife the Decaffeinato Intenso. As we are very picky when it comes to coffee, we only order these two blends. We own two Magimix M310, because we like their sober and cubical design. 119 Champs-Élysées? Very well designed, it really stands out by its impressive size and the diversity of spaces within. We usually order our capsules online but we make an exception in order to come and spend a pleasant moment here.

Azza Armanet: (Club Member since **February 5, 1998**) I am Egyptian, and in my country we drink a lot of cardamom flavoured coffee. I am of course delighted that Nespresso is developing a new series of coffee with cardamom. As an architect's wife, I marvel at this new way of designing a boutique. Everything has been thought out very cleverly whether it is the overall layout, the drinking and eating, or the exhibition spaces. 119 Champs-Élysées will therefore be our favourite haunt for my sister and me, especially as she just adores Fauchon pâtisseries.

Pictured clockwise from left to right, some of Nespresso's truest Club Members: Michel and Jacqueline Moureu, Sylvie Mathieu, Michèle and François David, Azza Armanet, Marie Rateau.

Marie Rateau: (Club Member since **February 17, 1999**) As far as coffee goes, my tastes are quite simple: Decaffeinato and Volluto are my favourites. For me, Nespresso is the Rolls Royce of coffee-making. I've had many Nespresso machines but the last one to date is the square Krups. I like its solidity which makes it look almost rooted, as well as its storage space for cups. What do I particularly like about 119 Champs-Élysées? Its designer decoration and airy layout which invite you to stroll and wander. It makes me think of a gallery.

Michèle and François David: (Club Members since **September 16, 1999**) Our machine? George Clooney's Le Cube. We spotted it even before it was on sale. We even built our kitchen around this Cube! 119 Champs-Élysées is a cosy Boutique that makes you feel like staying, and we also like the Grand Crus Gallery below, which reminds us of a Rubik's Cube.

Sylvie Mathieu: (Club Member since **March 18, 1996**) When I went to live in Asia, I even took my machine and my capsules with me. Even though I don't live next door, this boutique will surely become a meeting point for me and my girlfriends when we want to have a coffee.