

## WELCOME

# dear N coffee connoisseurs

The onset of spring heralds new arrivals and fresh visions of the days to come. The N Magazine follows in stride, springing into the New Year with new machines, a new range of Essenza colors, and an expanded circulation of 1 million copies worldwide. Welcome back to a most enjoyable showcase of the Nespresso world.

In celebration of five successful issues of the N Magazine we pay tribute in this issue to Michel Comte, who has so beautifully captured our cover celebrities since the very beginning. Michel is a true world citizen, traversing the continents not only to photograph fashion, advertising and celebrities, but also the everyday life of strife-ridden regions such as Iraq and Bosnia. Comte is also working on his first feature film inspired by those experiences. The N Magazine takes a coffee break with this formidable individual of well-realized aesthetics and civic responsibility.

Fully energized from the Nespresso initiatives that launched the new year, we take great pleasure in introducing you to the secrets behind a genuine delicacy of the gourmet coffee world. The new Limited Edition 2006 comes from Brazil and its name describes it well: Bourbon Amarelo. This noble designation is well deserved: descending in part from a coffee bean that originated on the former Bourbon colony Reunion Island, Bourbon Amarelo (which means “yellow” in Portuguese) is notable for its cherries, which are yellow, not red, when ripe. This results in a quite extraordinary, unique taste that Nespresso is proud to make available to you.

A very exclusive treat is what we have in store for all aficionados of coffee and sailing: Nespresso crowns its involvement in the royal discipline of yachting – the America’s Cup – with a design machine of greatest caliber, as befits its namesake. Handcrafted from the high-tech racing material carbon, the Nespresso “America’s Cup” is made available to you this spring in an exclusively limited edition.



Gerhard  
Berssenbrügge

For Nespresso, design has always been of paramount importance and revolutionary ideas have traditionally been our strength. Going one step further, Nespresso has created a design award for students of product design; the support of young talents is an investment in the future. A top-class jury of international designers was invited to assess the participants’ visions of coffee culture. It was an exciting project that was enjoyed by everyone involved and that, hopefully, will help the prized students to draw attention to their respective work.

With the ingredients we pour into every N Magazine issue we strive to achieve the ideal blend of pleasure and information: the perfect company for a Nespresso moment. Enjoy our new N Magazine over a cup of Nespresso.

Gerhard Berssenbrügge  
CEO | Nestlé Nespresso S.A.

