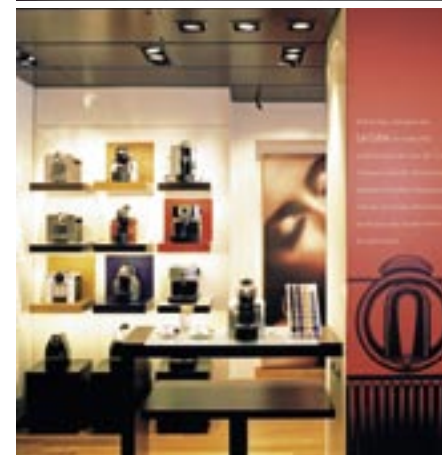


NEW AT NESPRESSO

The Espresso Bar

The round espresso bar is the centre of the newly opened New York Boutique Bar on Madison Avenue, between 65th and 66th Street. Here the trained baristas work their magic on the Nespresso Grands Crus, which they serve in the cosy lounge with its view of Madison Avenue.



THE NY NESPRESSO FEELING

In 2006 espresso aficionados could once again rejoice over twenty new **Nespresso Boutiques and Boutique Bars**, in cities as diverse as Prague, Frankfurt, Buenos Aires and Sao Paolo.

With the opening of the Nespresso Boutique Bar on November 10 in New York City, Nespresso not only celebrated its 70th boutique but also its arrival in the USA – and conquered the formidable New Yorkers by storm. Within a short time the Boutique Bar on posh Madison Avenue became a top address and popular meeting point for the city's coffee connoisseurs. Hardly surprising, really – after all, the concept of the Nespresso Boutiques and Boutique Bars, already highly popular in Europe for quite some time, caters uniquely to the ultimate in coffee experience. An experience which, in 2007, will have even greater resonance, as further Boutiques and Boutique Bars are planned for more of the world's great cities such as **Los Angeles, Moscow and Shanghai.**



The Bar

While the Boutiques have their own Carpe Diem area where the various coffees can be unhurriedly savoured, the Boutique Bars have even more space for immediate coffee enjoyment. A cosy bar and lounge area invites guests to stay and relax. It is ideally suited to enjoying a cup of one's favourite Espresso in a relaxed atmosphere, be it in the company of friends or alone. Sweet and savoury small snacks are served, all of course finely attuned to the various coffees, while the round bar provides a perfect view of the baristas as they busily prepare their perfect Espressos, Cappuccinos or Latte macchiatos.



NEW AT NESPRESSO

Boutique & Boutique Bars

French architect Francis Krempf's design of the Boutiques and Boutique Bars reflects the mix of tradition and innovation so typical of Nespresso, in which Art Deco-inspired elements are tastefully combined with modern shapes and materials such as dark wood, glass and steel.

Even the colours of the interior echo the totality of espresso pleasure. The deep brown wooden bar evokes the colour of both coffee beans and finished espresso, while the white and cream hues on walls and floors recall crema and milk foam. Strong red accents represent the fullness of taste that Nespresso stands for.

Used throughout the Boutiques are two basic geometric forms: the square and the circle, which symbolize for Nespresso perfection and harmony and also ideally represent the idea of the Nespresso Club: a club that distinguishes Nespresso customers as true connoisseurs with a passion for coffee. It is also to this passion that the individual areas of the Boutiques and Bars are dedicated in which coffee aficionados have the opportunity to enjoy the world of Nespresso and experience it with all their senses.

Coffee Accessories

Another boutique area is dedicated to coffee accessories. Here, coffee connoisseurs may find everything to give perfect coffee enjoyment at home that certain extra something. An enticing presentation of Espresso cups, Latte macchiato glasses in various sizes, table sets, trays and coasters adorns the generous shelving and dark wooden sideboards. Not to be forgotten are the ideal tools for the preparation of the perfect coffee – such as the Aeroccino, which transforms warm milk into the frothiest foam in the blink of an eye. And who could do without tantalizing dolcietti and truffles to help sweeten the enjoyment of espresso, as well as the specially packaged Mikado sugar assortment? Capsule dispensers in various shapes and materials are like works of art; the elegant Discovery Tasting Box fits any Nespresso occasion. That selecting just one from this impressive Collection is high impossible must be considered a singularly pleasant side effect. (See Nespresso Collection, p. 76)



The whole world of Nespresso

Since the opening of the first Nespresso Bar in the USA, New Yorkers, too, have the opportunity to experience and enjoy the whole world of Nespresso with all their senses. Be it at the Accessories, the Carpe Diem area or at the Bar, the staff is at the guests' command to answer any question about the wonderful world of Nespresso.



Coffee Experience

Just how much flavour and pleasure is hidden in a single cup of Nespresso is something guests can easily find out for themselves. A dedicated coffee experience area in every Boutique and Boutique Bar allows interested connoisseurs the chance to learn about the supreme quality, the provenance, the blending and roasting of their favourite Grand Cru. Special displays illustrate various coffee roasts and explain the various stages through which a coffee bean passes before it ends in a capsule. A small library provides additional information on coffee, and, of course, on each of the 12 Grands Crus and their particular characteristics, flavours and aromas. It goes without saying that all this information is of course best digested with a good cup of Espresso!



NEW AT NESPRESSO

Essenza Automatic SN30

- New Compact Brewing Unit technology
- 19 bar pressure pump · Thermoblock heating element · Programmable volume control
- Capsule container for 14 used capsules
- 0.9 litre removable water tank · Dimensions: 166 x 252 x 291 mm · Weight: 3 kg

Only available in selected countries.



Nespresso Siemens by Porsche Design

- Fully automatic Nespresso machine · Patented milk whirl system · Memory function for cup capacity · Unique automatic capsule insertion system · User-friendly dialogue display programmable in 8 languages · Dimensions: 293 x 318 x 347 mm · Weight: 7.5 kg



Nespresso Essenza Manual

- 19 bar pressure pump · Thermoblock heating element · Compact brewing unit · Manual volume control · Collection container for used capsules · Back-lit control button
- 0.9 litre removable water tank · Dimensions: 166 x 252 x 291 mm · Weight: 3 kg

For each occasion and every taste Nespresso has not only the perfect coffee but also the **perfect coffee machine.**

Take for example the **Le Cube**, which is available in four different models, each distinguished by clear and simple forms and elegant design, and which boasts a multitude of functional details such as the integrated cup heating plate that guarantees the perfect serving temperature for every single Espresso.

The **Nespresso Siemens by Porsche Design**, developed by Nespresso and Siemens in collaboration with the exclusive luxury accessory company Porsche Design, on the other hand, is resplendent in its purist high-end look. The elegant metal casing and brushed aluminium not only define the machine's timeless look but also conceal a high-tech core for supreme functionality. An absolute eye-catcher and yet extremely easy to handle: the elegant inspection window.

The **Essenza** has a different feel altogether. Its compact design and strong colours make it the pop star among the Nespresso coffee machines. Its perfect ergonomic design is a tribute to the principle of "form follows function" and allows for the enjoyment of a perfect espresso at the simple touch of a button.

Le Cube

- 19 bar pressure pump · Thermoblock heating element · Programmable coffee quantity · Back-lit on/off, Espresso and Lungo buttons · Ejection of used capsule · Cup storage side trays for 6 Espresso cups · 1 litre removable water tank · Dimensions: 226 x 230 x 230 mm · Weight: 4.5 kg



Smart Machines

A Nespresso coffee machine transforms the coffee aficionado into an at-home barista ready to create and indulge in the perfect espresso at any time of the day. Each of the machines combines the ultimate in technical innovation and sophistication to guarantee continued and utmost quality in the preparation of espressos or lungos, cup for cup. Just which model best suits the individual demands of the prospective barista is easy to discover – every Boutique and Boutique Bar has an area specially dedicated to the machine range. And since the ultimate decision may prove difficult, a Nespresso specialist is always on hand to advise. Once the match has been made, the perfect coffee experience can be continued with Nespresso at home. But one thing is certain: a return visit is well worth the time and even the travel, for there is always something new and exciting to discover at Nespresso Boutiques around the world.

