



Quality vending creates
the perfect working
environment

“65% of UK managers see coffee as important to staff welfare.*”

Coffee uplifts people. Friendships are formed, ideas are shared and morale is boosted**, all over a cup of coffee. And a cup of premium NESCAFÉ® GOLD BLEND® not only uplifts individuals, it uplifts the workplace too. Its unique taste and irresistible flavour puts a smile on everyone's face creating a happier working environment.

Motivate your staff with quality coffee

There's nothing like a cup of coffee to get you going**. Mentally stimulating and physically invigorating**, its benefits make coffee the ideal workplace refreshment. Coffee stations become social meeting points, which develop spontaneous staff interaction. This translates into more effective teamwork and ultimately, better interaction between your staff and your customers.

Enhance productivity

When staff feel happier, they work harder. It's a natural balance that every workplace strives to create and maintain. NESCAFÉ® GOLD BLEND® is the perfect way to help create this optimum working environment. Because it is more than a premium coffee, it is their favourite coffee

“UK employees will consume an estimated 6.1 billion cups of coffee in 2008.”

Source: UK Coffee at Work – Strategic Analysis, Allegra Strategies, April 2008

*Source: mmr January 2008.

** Source: TNS family food panel April 2008



“The UK’s best premium coffee.”

More people prefer the smoother, richer coffee flavour of NESCAFÉ® GOLD BLEND®. In fact, it was voted the nation’s premium coffee brand in 2007[†]. It also outperformed its main rivals in consumer taste tests[†] confirming that consumers really can taste the difference.

[†]Source: McCallum Layton, September 2007

NESCAFÉ® GOLD BLEND® is preferred above all others for its:

- Tantalising aroma
- Delicious, long lasting taste
- Invigorating full coffee flavour
- Perfect balance between richness and mildness

With a rich heritage comes a great taste

Since 1965, discerning coffee drinkers have been experiencing special moments with NESCAFÉ® GOLD BLEND®. For over 40 years, every cup has been expertly blended with skill and care, capturing the unique taste experience.

Now you can bring this well loved coffee into your workplace with a NESCAFÉ® GOLD BLEND® vending machine. Each cup of quality coffee it serves will provide special moments for your employees.



“NESCAFÉ® branded machines drive consumer confidence and are known to increase cup sales by up to 18%.”

Source: NESTLÉ Market Research



Creative Food & Beverage Solutions

NESTLÉ PROFESSIONAL™:

The coffee experts

- Over 65 years' of expertise in sourcing, roasting and blending coffee means no-one knows coffee like our experts from NESTLÉ PROFESSIONAL™
- NESCAFÉ®, the no. 1 coffee brand in Britain, and the world*
- Offers an exceptional range of soluble, roast and ground coffees, hot beverage ingredients, equipment and service
- Global consumer research gives unrivalled consumer insights allowing our team from NESTLÉ PROFESSIONAL™ – and you – to stay abreast of consumer trends
- Sales support and advice to help your business grow

Contact us for premium quality vending solutions that will transform your workplace

NESCAFÉ hotline: 0800 745 845

www.nestleprofessional.co.uk

*TNS Brand Tracker 2007

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