

< INSERT CUSTOMER LOGO
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Workplace Beverage Solutions

Satisfy employees and guests with proven programs to optimize workplace operations.



Who is Nestlé Coffee Partners Solutions Lab?



+



CPG & Foodservice

=



A new division within Nestlé carrying Starbucks® packaged goods and foodservice



A new business unit focused on packaged goods



Foodservice Out-of-Home Division

A new business unit focused on foodservice carrying WPS Starbucks among other brands

2018

2019

Why work with us?

Serve popular, trusted brands

Make it more exciting for employees to return to the office and stay onsite throughout the day by satisfying every beverage occasion with consumer-loved brands.



TEAVANA



Utilize our exceptional operational support

30+ years of experience creating curated experience to help you sell with confidence. Full-service support including scalable solutions, selling tools, training materials and operational guidance.





Starbucks is the #1 most-admired coffee brand¹

Bring a beloved coffee experience to your employees.



Hot, iced, cold brew and specialty drinks



Fresh-brewed experiences and bean-to-cup equipment



Ground coffee, K-Cup[®] pods and VIA[®] Instant



Coffee in the workplace
is shown to increase productivity²

ESTD 1970

Seattle's
Best
COFFEE.



Uncommonly smooth, unmistakably satisfying coffee

Smooth-tasting, high-quality and reliable coffee that delivers a wide variety of flavors and flexible solutions.



Hot and iced coffee



Airpots and self-serve options



K-Cup® pods



Cafecion® Emblem

Taste is the #1 attribute
for consumers when choosing
a type of coffee beverage¹

TEAVANA™

Delight with bright flavors and flexible formats



Filterbags
(Green, herbal & black)



Teavana® Chai Latte
Powder Mix (for Serenade®)



Hot & Iced Teas

Half of Americans
drink tea daily¹

50% of Gen Z and Millennial
customers consume tea at
least once a week²





Coffee & tea that enhances the workplace

Satisfy a wide variety of tastes with the Starbucks® Roast Spectrum

Roast variety is important in serving the tastes of everyone in the workplace.



Light



Veranda Blend®
Mellow & Soft



Medium



Pike Place® Roast
Smooth & Balanced

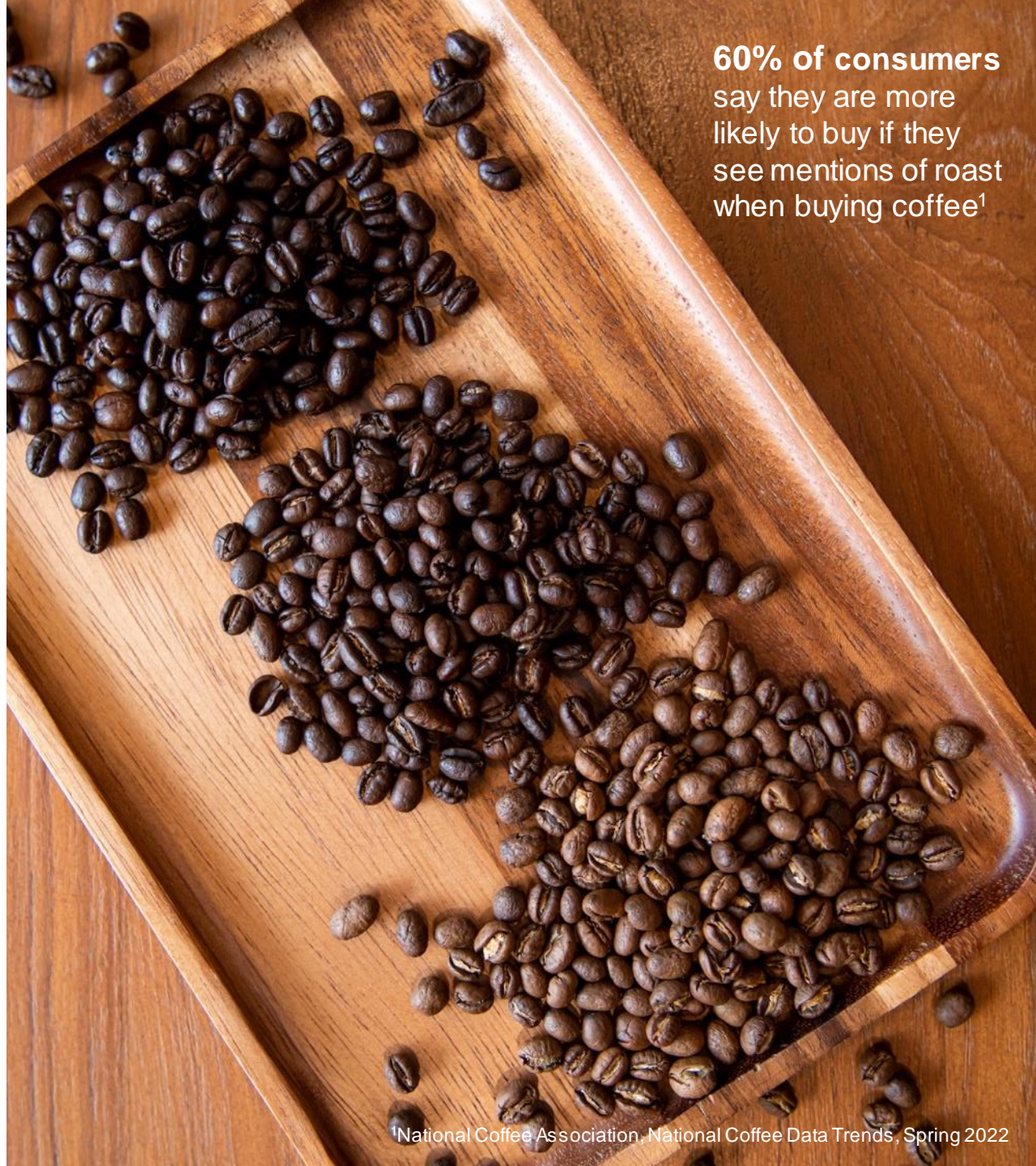


Dark



Caffè Verona®
Roasty & Sweet

60% of consumers say they are more likely to buy if they see mentions of roast when buying coffee¹



A convenient bean-to-cup experience, every time

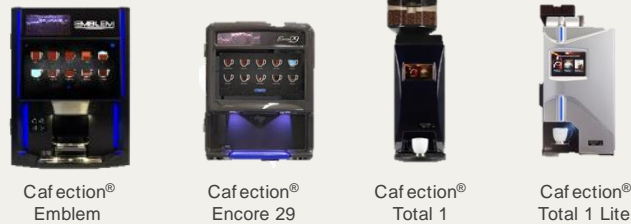
Satisfaction in every cup



The Serenade® Single-Cup Brewer delivers freshly brewed Starbucks® coffee, chai and hot cocoa to help meet beverage cravings throughout the workday.



Other machines to brew the Starbucks experience



Over half of consumers say variety is one of the most important away-from-home attributes¹

Marketing and serveware supplies

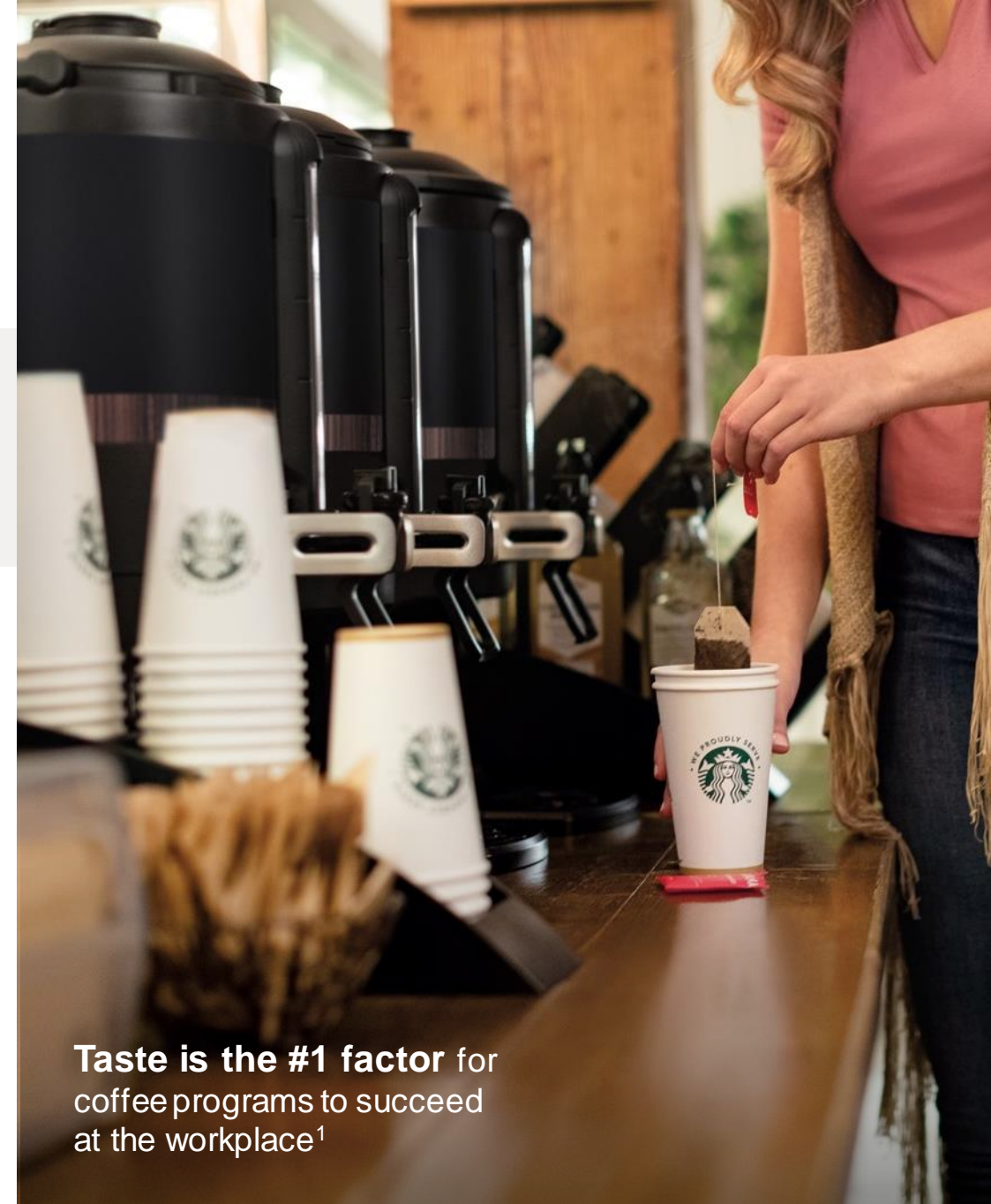
Full portfolio fixture support

Create a beverage experience that showcases the quality and familiarity of the brand to help drive velocity.

Serveware Support

Branded Signage

Fontana® Support



Taste is the #1 factor for coffee programs to succeed at the workplace¹

Feel good about the drinks you serve

Together with our brands, we commit to making 100% of packaging recyclable, reusable or compostable by 2025 and to improving 30 million livelihoods in communities directly connected to our business activities with zero environmental impact by 2030.



81% of consumers
expect companies to be
environmentally conscious¹

RECYCLED PLASTICS

We are investing up to \$2 billion to lead the shift from virgin plastics to food-grade recycled plastics.

PACKAGING DESIGN

A new R&G bag to be pilot tested in 2023 has been specifically designed for recycling.

RECYCLABLE MATERIALS

To clean up our portfolio, multi-serve packaging was made to be recyclable in 2021.

FARMING COMMUNITIES

Coffee farmers often have low yields and incomes. We are proud of the community partnerships that make a true impact in our coffee-growing regions.

GREEN SUPPLY

We have a choice in where we source our coffee. We are dedicated to achieving transparency and traceability in our business.



Superior Operational Support

Creating consistency across every beverage experience

Workplace operator toolkit

Online tools including selling and training support

- Sell sheets and brochures
- Training materials
- Instructional videos

Explore our workplace operator toolkit



www.nestlecoffeepartnerssl.com/wp-operator-toolkit

Businesses that simplified their operations report an **improvement in revenue**¹

Coffee Partners SOLUTIONS LAB OUR BRANDS INDUSTRIES COFFEE EQUIPMENT ABOUT US SIGN IN / CREATE PROFILE

workplace operator toolkit

Sales Tools

Discover the latest tools to empower you to sell the coffee and tea experience your customers know and love.

Beverage Selling Resources

- WPS Starbucks® Bean to Cup Experience Brochure**
Elevate your offerings with a consistently delicious bean-to-cup experience.
Deliver fresh Starbucks® coffee, hot chocolate, or chai lattes—all in one turnkey solution.
[DOWNLOAD](#)
- NCP Solutions Lab Workplace Beverage Solutions**
Build a coffee and tea program that works harder for you.
Learn more about our premium, trusted brands and superior operational support that will help grow your business.
[DOWNLOAD](#)
- Starbucks® Whole Bean Coffee Sell Sheet**
Offer a freshly roasted experience.
Compare a variety of single-serve machines for crafting the perfect coffee and tea experience.
[DOWNLOAD](#)
- Starbucks® Brewed Coffee Sell Sheet**
Offer premium coffee variety with Starbucks® Renewed Coffee.
Create a We Proudly Serve Starbucks® program experience for your customer with unmatched operational expertise and support.
[DOWNLOAD](#)
- WPS Starbucks® Whole Bean Roast Spectrum Sell Sheet**
The perfect cup for everyone.
Learn why roast variety is important to satisfy all taste preferences.
[DOWNLOAD](#)
- Teavana® Tea Sell Sheet**
Offer a vibrant variety of all-day flavors.
Provide a range of vibrant and exciting tea flavors.
[DOWNLOAD](#)
- Support Sustainability Info Sheet**
Feel good about the drinks you serve.
Small changes make a big impact. Feel good about the coffee you serve.
[DOWNLOAD](#)
- Workplace Beverages Sell Sheet**
Drive lasting employee satisfaction.
Offer premium beverage variety to customers and their employees.
[DOWNLOAD](#)

Where to find equipment, supplies and tech support

We work with a variety of partners to provide equipment, parts, supplies, tech support and more.

Coffee & Tea Brands

- WPS Starbucks, Seattle's Best Coffee and Teavana

Where to find products

- Distributor of choice

Marketing & Training

- WPS Starbucks, Seattle's Best Coffee and Teavana

Where to find

- NCP SL Sales Rep

Other Equipment and Support

- Semi-Automatic Espresso Machines
- WPS Starbucks
 - Cafecion® Machine options for Starbucks can be found in the WPS Starbucks Whole Bean Equipment Sell Sheet
- Seattle's Best Coffee
 - Cafecion®
 - Emblem
 - Symbol
 - De Jong Duke
 - Nio
 - Virtu

Where to find

- Cafecion®
insidesales.NA@evocagroup.com
800-561-6162 ext 311
- De Jong Duke
sales@dejongduke.com
734-403-1708



Where to find equipment, supplies and tech support, cont.

Serenade Machines

- WPS Starbucks and Seattle's Best Coffee

Where to find

- NCPSL – Sales Rep

Serenade, Parts and Support

- Parts, filter paper, cleaning tablets, etc.

Where to find

- Serenade Tech Support
 - Bunn Support 888-447-3719 ext. 2
- Betsonparts.com
- Bunn Online Training Center –
<https://learningcenter.bunn.com/login>
 1. Log in or create new account
 2. Enter Serenade course password:
SBX Serenade
 - Serenade Software Updates
 - Serenade Virtual Training
 - Serenade Manuals
 - Serenade 12-Month Annual PM instructions





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Thank you for your partnership

Ask your **Nestlé Coffee Partners Solutions Lab business account manager** for a consultative solution on how a successful beverage program looks for your customers.

< Add email and
phone number here >



Appendix



Coffee
Partners

SOLUTIONS LAB

Workplace-focused account placement



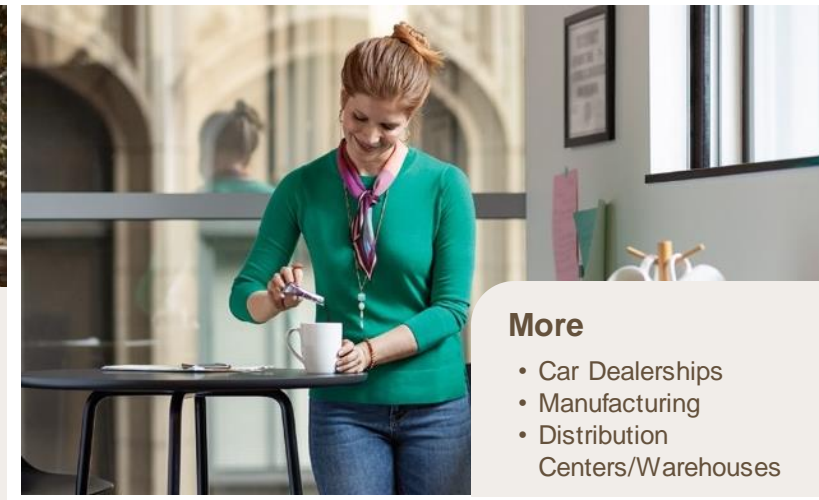
Healthcare

- Doctor's Lounges
- Patient Lounges
- Assisted Living



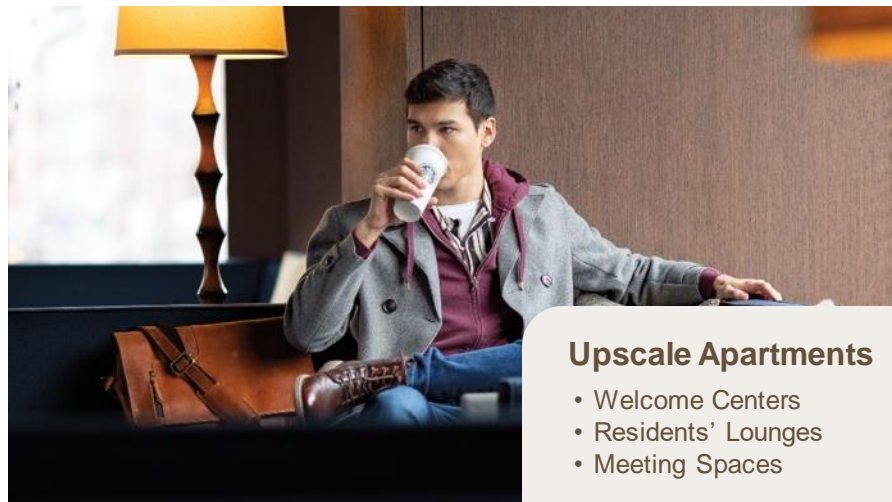
College/University

- Student Unions
- Libraries
- Sports Facilities
- Remote Locations



More

- Car Dealerships
- Manufacturing
- Distribution Centers/Warehouses



Upscale Apartments

- Welcome Centers
- Residents' Lounges
- Meeting Spaces



Business & Industries

- Executive Lounges
- Pantries
- Micro-markets
- Hospitality