



Cornerstone Ceremony for the Nescafé Dolce Gusto Plant in Schwerin

The Construction Project at a Glance

- Investment:
- Total investment amount: EUR 220 million in several phases
 - To date, the largest investment of Nestlé Germany
 - Largest investment in Mecklenburg-West Pomerania since the establishment of the state
 - State subsidy: Approximately EUR 22,5 million

- Land size:
- Fenced-in area: approx. 55 hectare
 - Plant size: 259 x 206 m
 - Gross floor area: 50,000m², or seven soccer fields

- What it takes:
- So far, 12,000m³ concrete, 1,000 t steel, until completion approx. 36,000m³ concrete and 7,000 t steel
 - Approximately 30 companies and their subcontractors from all of Germany
 - Approximately 18 companies from Mecklenburg-West Pomerania
 - Total of almost 300 workers

- Schedule:
- Construction start May 2012, cornerstone ceremony May 2013, first production May 2014

Plant Capacity

- Production:
- Third Nescafé Dolce Gusto plant in Europe (after Tutbury, UK and Girona, Spain)
 - In its final stage: Largest production capacity of Nescafé Dolce Gusto in Europe
 - 12 production lines
 - Processing 60 tons of raw coffee per day
 - 120 capsules/sec. – 7,000 capsules/min. - 430,000 capsules/hr. - 10 million capsules/day - approx. 2 billion capsules/year
 - Processing steps: Coffee bean cleaning, composition of the different kinds of coffee, roasting, grinding, filling into capsules, packaging
 - Target markets: Germany, Scandinavia, and Eastern Europe

- Personnel
- Jobs: Up to 450, trainee positions: initially approximately 10

Fact Sheet

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Sustainability

- Plant
- Certified in accordance with the LEED Gold Standard (Leadership in Energy and Environmental Design)
 - Sustainable location concept
 - Low water and energy consumption
 - Sustainable construction materials (e.g., wood for the hall's bearing structure)
 - Environmentally friendly interior finishing (e.g., by refraining from solvents)
 - Sustainable utilization options due to flexible building design
- Raw materials
- Nescafé plan
 - Investment volume: CHF 500 million (EUR 411 million)
 - Claim: Optimization of the value creation chain and higher standards in the coffee industry
 - Expansion of the collaboration with coffee farmers together with Rainforest Alliance and 4C
 - Better performing plants for better and higher quality yields
 - Objective for 2015: Compliance with the sustainability criteria of 4C for 100% of the directly purchased coffee (status quo: 70% in 2013)

Nescafé Dolce Gusto

- Market position:
- Europe-wide coverage, globally available in 42 countries
 - Market leader in portioned coffee in 11 of 16 European top markets
 - 80% of sales generated in Europe
 - Global sales in 2012: CHF 740 million
 - 2012 sales in Germany: More than EUR 100 million
- Growth:
- Almost 30% organic growth in Europe in 2012
 - Almost 8 billion capsules since the introduction in 2006
 - Capsules sold in 2012: almost 3 billion globally, every sixth in Germany