



CAFÉ ROYAL

SWITZERLAND

PRESS RELEASE



CAFÉ ROYAL®: HIGH-END COFFEE BRAND PUSHES BUTTON ON UK LAUNCH

Offering an unmistakably delicious alternative for lovers of excellent coffee

United Kingdom, 2nd November 2015 – Café Royal®, the brand from coffee roaster Delica AG, today makes its debut in Sainsbury's stores across the UK. The great tasting coffee capsules are specifically designed to be compatible with all popular Nespresso®* machines.

Café Royal® is the best-selling Nespresso®*-compatible capsule in Switzerland. There will be four Café Royal® varieties available, each offering exceptional aroma and depth of flavour, for a consistently high quality coffee drinking experience. Espresso Forte and Lungo are the classic variants, whilst the Flavoured Editions Vanilla and Caramel offer an aromatic specialty for those with a penchant for the sweeter option.



Café Royal® is strongly committed to sustainable design, from contents to packaging. The aroma-sealed, oxygen-tight capsules assure the finest quality in every cup; the whole range is certified under the UTZ sustainability-programme and consists of 100 per cent high-quality fine Arabica and Robusta beans grown in Central and South America, Africa and Asia.



CAFÉ ROYAL

SWITZERLAND

PRESS RELEASE



The brand has received several accolades and won numerous awards for its unmistakably delicious flavour, system compatibility and the outstanding quality of its products. It draws on 10 years of experience and expertise in coffee blending in order to maintain its leading edge, now and in the future.

Dr. Raphael Gugerli, Managing Director of Delica and Café Royal® said: “Consumers want to know where their coffee has come from and how this impacts their taste experience. We have invested time developing and refining our capsule offering, creating premium origin products that boast an exceptionally high level of quality and intensity of flavour.”

Dan Cizek, Buyer at Sainsbury’s said: “We are excited to be working with Café Royal® to exclusively stock a selection of the range. We’re committed to providing our customers with great quality and value and are pleased to be able to offer Café Royal® in our stores.”

Different editions for intense and delicious occasions

There are four Café Royal® varieties available in Sainsbury’s stores across the UK: Espresso Forte, Lungo and Flavoured Editions: Vanilla and Caramel.

- ◆ The Café Royal® Espresso Forte is a full-bodied coffee with fruity aromas and a hint of dark chocolate.
- ◆ The Café Royal® Lungo is a coffee with a fine acidity, harmonious flavour and a subtle caramel note.
- ◆ The Café Royal® Flavoured Editions are aromatic coffees. They are the perfect choice when classic coffee specialities don’t offer enough variety in terms of flavour.

Price

The four Café Royal® varieties retail at £ 3.00 for a box of 10 capsules.

Immediate availability and more information

The new Café Royal® capsules are on the shelves now, in all Sainsbury’s stores and available online at <http://www.cafe-royal.com>.

– Ends –



CAFÉ ROYAL

SWITZERLAND

PRESS RELEASE



Notes to editors

About Café Royal®

Café Royal® capsules are made in Switzerland by Delica AG, which belongs to the Migros Cooperative Federation (MGB). Headquartered at Birsfelden, Switzerland, Delica AG has more than 300 employees. The company concentrates on the procurement, processing, packaging and marketing of raw materials and finished goods from all over the world, especially coffee, but also tea and other produce (dried fruit, almonds and other nuts, spices, etc.). Delica AG supplies its products to the wholesale and retail trades, to agri-food producers and catering companies in Switzerland and abroad. For nearly six decades, Delica AG has been a byword for excellent Swiss coffee. Processing around 12,200 tonnes of green coffee seeds per year, Delica AG operates one of the largest roasting plants on the Swiss market. The brand has also been present on the capsule market with its own capsule system for over 10 years and, since 2012, has offered capsules specially developed for compatibility with Nespresso®* machines.

* This brand is the property of third parties who are not in any way related to Delica AG.

