



CAFÉ ROYAL
SWITZERLAND

PRESS RELEASE



CAFÉ ROYAL®: MISSION FRANCE IN THE SERVICE OF GOOD TASTE

Paris, 1 December 2014 – The coffee capsules from Café Royal®, compatible with all standard Nespresso®* machines, have now been available in France since summer 2014; Spain will follow. Today, 1 December 2014, was the start of Delica AG's sales and advertising campaign in France with a kick-off event in Paris for both the media and trading partners, at which the new French TV campaign as well as the new brand ambassador, Robbie Williams, were introduced.

Delica AG is aiming to consolidate Café Royal®'s leading position on the Swiss market in the area of compatible coffee capsules and, at the same time, develop and extend the brand internationally. With this in mind, Delica AG launched its Café Royal® range in France this summer. The products have been available in Germany and Austria since autumn 2013, and since the middle of this year have enjoyed a new, high-quality packaging design as well as new colours for the capsules. In Switzerland, the new packaging and capsule designs hit the shelves this autumn. The standard range available in Switzerland since 2012, encompassing the varieties Ristretto, Espresso, Espresso Forte, Lungo, Lungo Forte and Decaffeinato, was extended this year to include the Flavoured Editions Vanilla, Caramel and Almond, the Single Origins Colombia, India and Ethiopia, and the Limited Edition Dark Roast.

Delicia AG is convinced that by expanding into foreign markets, it is taking a correct and important step. Raphael Gugerli, Head of the Coffee business unit said: "With Café Royal®, we have succeeded in developing an innovative brand. We are convinced that the success of compatible coffee capsules will be repeated in the foreign markets, and analyses have shown that demand in our new target markets is extremely high. France in particular represents a very interesting coffee and capsule market. Moreover, in Robbie Williams, we have found the ideal brand ambassador. Robbie Williams will be out and about in the role of a secret agent, spreading the word of good taste and the pleasures of good coffee. He will be undertaking a variety of missions, in the course of which he will be faced with innumerable challenges. His sex appeal together with his ultra-cool persona make Robbie Williams the perfect agent for Café Royal®. In addition, his charm and humour have an international appeal that knows no borders. We could not imagine anyone with a profile more suited to this role."



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Delica AG

Delica AG stands for the highest Swiss quality standards and premium enjoyment. The Swiss company, based in Birsfelden (BL), was founded in 1954. Today it combines 60 years of expertise with innovative technology for the sustainable production and processing of quality food and drink. With sales totalling CHF 269.5 million and around 12,200 tons of raw coffee processed each year, Delica AG is one of the largest and most successful coffee roasting companies on the Swiss market. With its Café Royal® brand, Delica AG has for the last two-and-a-half years been the Swiss market leader for Nespresso®*-compatible coffee capsules.

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





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ESPRESSO

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Royal, Café Royal – the smart capsule alternative is compatible with the Nespresso® system, sealed to preserve aroma and compactly packaged. But more than anything else, it is delicious. With 14 exquisite UTZ-certified blends and flavours to choose from, Café Royal puts variety in your coffee cup – at the push of a button.

www.cafe-royal.com

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