

## ***NESCAFÉ® TASTER'S CHOICE® GETS A BOLD NEW LOOK***

### ***World's Leading Premium Coffee Brand Wakes Up Coffee Lovers To a Rich Flavor and Alluring Aroma with a Contemporary New Package***

GLENDALE, Calif. (May 2004) – Only one in four Americans knows beans about instant coffee, according to a just-released consumer survey\*. With a new package, a new look, and a recently enhanced taste and aroma, NESCAFÉ TASTER'S CHOICE is setting out to change Americans' opinions about instant coffee.

Long recognized by its classic glass jar, TASTER'S CHOICE has undergone a major transformation this spring. With new NESCAFÉ branding to reflect the heritage and quality of the world's most popular coffee, and a new pair of eyes beaming from a sleek and slimmer plastic jar, it might take more than an "instant" for long-time TASTER'S CHOICE lovers and coffee connoisseurs to recognize the new package.

#### **Great Coffee Deserves a Great Package...**

By retiring the famed glass jar, NESCAFÉ TASTER'S CHOICE has made way for a lighter, plastic jar that is more convenient for coffee lovers. Ergonomically designed, the new NESCAFÉ TASTER'S CHOICE package is easier to grip with a wider mouth that is ideal for spooning out coffee. This new plastic jar preserves the coffee's freshness, maintaining the same rich roast flavor and aroma from first cup to last.

"For many people, drinking coffee plays an instrumental role in their daily lives," said Marty Sharkey, Marketing Manager, NESCAFÉ TASTER'S CHOICE. "With NESCAFÉ TASTER'S CHOICE, coffee lovers can get great-tasting coffee that's more convenient. Our brewing process ensures that coffee connoisseurs will experience a sophisticated taste and robust aroma in every fresh cup, one cup at a time, with the added benefit of saving time over brewing coffee at home."

#### **The Choice for Coffee Lovers...**

The March 2004 telephone survey\* of 1,000 Americans revealed that three out of four Americans don't know that instant coffee is 100% real coffee. Created by a proprietary process to capture and preserve the sensitive fresh brew flavors and aromas, NESCAFÉ TASTER'S CHOICE is made from the finest blend of quality beans for a full-

flavored, balanced and excellent tasting cup of coffee. Beginning in February 2003, the flavor and aroma were enhanced through an upgrade in this process.

Although a “good cup of coffee” should cost about 86 cents, according to those surveyed, Americans spend an average of \$2.02 on their own cup of coffee -- and “daily drinkers” said they spend an average of \$3.52 a cup! Since about one-third of Americans say they would consider switching to instant coffee if they could save \$50 a month NESCAFÉ TASTER’S CHOICE makes an ideal choice – great-tasting coffee at less than 10 cents per serving.

NESCAFÉ TASTER'S CHOICE is available at grocery retailers nationwide in regular, gourmet roast and decaffeinated varieties. Prices vary regionally and range from \$5.10 to \$6.23 for the 4 oz. size and from \$6.33 to \$7.96 for the 7 oz. size.

For more information and great coffee recipes using NESCAFÉ TASTER’S CHOICE, visit [www.tasterschoice.com](http://www.tasterschoice.com).

*\* Based on March 2004 Omnibus survey, partly underwritten by Nescafé Taster’s Choice.*

### **About Nestlé USA**

Named one of “America’s Most Admired Food Companies” in Fortune magazine for the seventh consecutive year, Nestlé USA provides quality brands and products that bring flavor to life every day. From nutritious meals with Stouffer's® Lean Cuisine®, to baking traditions with Nestlé® Toll House®, to advancing life for pets with Purina®, Nestlé USA makes delicious, convenient, and nutritious food and beverage products that enrich the very experience of life itself. That’s what “Nestlé. Good Food, Good Life” is all about. Nestlé USA, with 2003 sales of \$12 billion, includes Nestlé Brands Company, Nestlé Prepared Foods Company, and Nestlé Purina PetCare Company. Nestlé USA is part of Nestlé S.A. in Vevey, Switzerland—the world’s largest food company with sales of \$65.5 billion. For product news and information, visit [Nestleusa.com](http://Nestleusa.com) or [NestleNewsroom.com](http://NestleNewsroom.com).

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