



Press release

## **Pullman and *Nespresso* announce their worldwide partnership**

**Guests can now enjoy the *Ultimate Coffee Experience* at all moments  
throughout Pullman Hotels around the world**

**Paris (March 22, 2011)**— Pullman, the Accor upscale hotel brand for business travelers and *Nespresso*, the worldwide pioneer market leader in premium portioned coffee, are delighted to announce their groundbreaking global partnership.

Guests at Pullman Hotels can now enjoy a complete selection of *Nespresso* coffee varieties with the most exquisite aromas and indulge in the *Ultimate Coffee Experience* at different moments throughout their day:

- Relaxing in their rooms with Essenza C 100 machines for the perfect coffee at their leisure;
- Working in meeting and banqueting rooms with the *Nespresso* Gemini Machine Range;
- At restaurants and bar areas with the latest *Nespresso* machines and dedicated *Nespresso* Pullman coffee recipes (including Caffé Latte, Espresso Macchiato and Iced Cappuccino).

Pullman hotel staff and baristas have received specific training on coffee blends, *Nespresso* machines and how to prepare exclusive coffee recipes.

For early birds, the two brands have teamed up to develop the unique “*Nespresso* at Pullman” coffee trolley. Available in the hotel lobby from 4:30 am each morning this solution enables all guests to enjoy the best possible coffee without having to worry about opening hours. Featuring a contemporary design, this mobile, easy-to-use concept is available exclusively at Pullman hotels.

Philippe Mettey, Pullman International Marketing Director, commented: "This is an exciting partnership between two brands that share the same goal: to give their clients the very best. At every Pullman around the world, our guests will enjoy the pleasure of great flavor whenever they want an excellent coffee."

"There is increasing demand from consumers for opportunities to enjoy *Nespresso* not only in their homes, but also at hotels and restaurants when they dine, travel and relax," said Niels Kuyer, Head of the Nespresso B2B Channel.

Mr. Kuyer added: "When Pullman Hotels offer their customers and business partners *Nespresso* Grands Crus, they share with them a moment of genuine pleasure. These moments of pure indulgence and the attention to the smallest detail reflect our common vision of excellence with Pullman Hotels and convey the importance of our relationships with our clients."

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**Pullman is Accor's upscale hotel brand** designed with the requirements of business women and men in mind. Located in the main regional and international cities, Pullman hotels provide **an extensive range of tailored services, access to groundbreaking technologies**, and "Co-Meeting", a **new approach to organizing meetings, seminars and high-end incentives**. At Pullman hotels, business travelers can choose between **being independent** or choosing **help from our staff** available round the clock.

By the end of 2011, the Pullman network will include **70 hotels across Europe, Africa, Middle East, Asia-Pacific and Latin America**. In time, we anticipate a network of over 150 establishments around the world. Further information concerning Pullman hotels is available on the website [www.pullmanhotels.com](http://www.pullmanhotels.com).

Nestlé Nespresso SA, the worldwide pioneer and market leader in highest-quality premium portioned coffee, introduces consumers to the world's finest Grand Cru coffees to be enjoyed in the comfort of their own homes and savoured outside the home, in locations such as gourmet restaurants, upscale hotels, luxury outlets and offices. As a company, *Nespresso* is driven by core competencies that enable it to create highest quality Grand Cru coffees, long lasting consumer relationships, and sustainable business success. The *Nespresso* offer focuses on its unique Trilogy, the unmatched combination of exceptional coffee, smart and stylish coffee machines and personalised customer service. Together, these three elements deliver moments of pure indulgence – the *Nespresso* Ultimate Coffee Experiences. Nestlé Nespresso SA is the pioneer and market leader in highest-quality portioned premium coffee. Headquartered in Lausanne, Switzerland, Nespresso has a presence in more than 50 countries and 5500 employees. In 2010, it operated a global retail network of 215 exclusive boutiques. Nespresso achieved global 2010 sales of CHF 3.22 billion, maintaining an average annual growth rate of 30 percent since 2000. For more information, visit: [www.nespresso.com/mediacenter](http://www.nespresso.com/mediacenter)

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