

Nespresso(R) Opens Flagship Boutique in Montreal With Grand Opening Celebration

Hosted by Richard Girardot, CEO, Nestle Nespresso SA, Frederic Levy, President, Nespresso North America, and special guests Jacynthe Rene, Mario Pelchat, Etienne Drapeau

MONTREAL, March 19, /PRNewswire/ --

About Nestle Nespresso SA

Nestle Nespresso SA, the worldwide pioneer and market leader in highest-quality premium portioned coffee, introduced consumers to the very highest quality Grands Crus to be enjoyed in the comfort of their own homes, as well as to be savoured at locations outside the home, such as gourmet restaurants, upscale hotels, luxury outlets and offices. What transpired was the creation of the unique Nespresso trilogy, a unique combination of the world's highest-quality Grands Crus coffees, smart and stylish coffee machines and exceptional customer service. The culmination of these three elements came to be known as the Nespresso Ultimate Coffee Experience. Headquartered in Paudex, Switzerland with more than 2,500 employees, Nestle Nespresso SA sells products in more than 50 countries directly to its customers and at the end of 2007 operated more than 117 prestigious boutiques in key cities around the world. For the second year in a row, it was named the fastest growing company within the Nestle Group and one of its "billionaire brands," having achieved a growth rate of more than 40 percent in 2007. For more information, visit www.nespresso.com.



Nespresso Boutique Bar grand opening in Montreal on March 19, 2009. Photographed: Frédéric Levy, Jacynthe René, Mahée Paiment, Richard Girardot, and Etienne Drapeau. (CNW Group/Nestle Nespresso SA)



Nespresso Boutique Bar grand opening in Montreal on March 19, 2009. Photographed: **Roch Voisine**, Lynda Thalie, Florence K, Frédérick de Grandpré, Suzie Villeneuve, Emily Bégin, Mario Pelchat. (CNW Group/Nestle Nespresso SA)