

# “Crafting the Perfect Cup”



## 1 PLANTING

Farmers plant Arabica and Robusta coffee beans in countries along the “bean belt” where they thrive on steep hillsides under tropical temperatures.



## 2 FRUITING

After 3-5 years, the trees flower and produce coffee cherries, which have a glossy outer shell to protect the precious coffee bean growing inside.



## 3 HARVESTING

Once coffee cherries reach a deep red color, they are ripe and ready to be handpicked. Their outer husks are then removed to reveal the fresh, green coffee beans.



## 4 BLENDING

Our skilled experts examine the aroma, body, strength and flavor of each bean variety to create diverse and artful blends featuring unique flavor profiles.

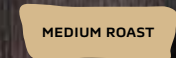


## 5 ROASTING

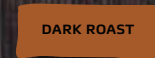
We’ve mastered the relationship between bean, heat, and time to unlock the full flavor potential of every variety of bean blend to uncover its ideal roast profile.



A smooth, subtle flavor with higher acidity.



Has a balanced flavor, aroma and acidity.



A full-bodied, rich roasted flavor with very little acidity.



## 6 GRINDING

Fine or coarse, the grind is determined independently for each blend variety and brewing method to maximize its unique flavor and aroma profile.



## 7 BREWING

Never weak or bitter, we control every probability for a perfect brew every time. Our coffee is steeped with the right balance of water, temperature, and time to draw out the desired flavor, aroma, mouthfeel, and color.



## 10 SERVING THE PERFECT CUP

NESCAFÉ products and equipment work together in perfect harmony, for coffee that’s brewed fresh to order at the push of a button.



## 9 FREEZE-DRYING

To lock in the freshness and intensity of the natural flavors, the coffee extraction is freeze-dried, creating instant coffee grounds that deliver the perfect burst of flavor in every consistent cup.



## 8 EXTRACTION

We reduce the brewed coffee into a rich liquor, then add micronized roasted coffee that has been ground 10 times finer than traditional R&G, to intensify flavor and achieve the distinct taste and aroma of NESCAFÉ.