

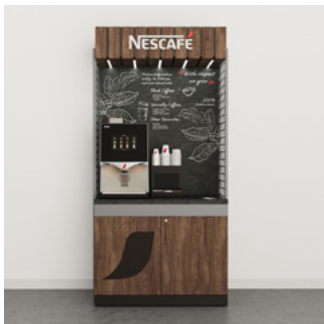


NESCAFÉ

COFFEE CORNERS
PLAYBOOK

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2 | INTRODUCTION



NESCAFÉ

Everyone loves the smell of freshly prepared cup of coffee. It awakens the senses, brings joy and excitement and gets you ready for whatever lies ahead. The pure joy of a first sip of the full bodied, warm beverage makes time slow down. And time is something that has become more precious than anything else.

In our fast moving world consumers have stopped savouring instant solutions but demand a proper experience, however without sacrificing a single minute and more importantly than ever, without neglecting social responsibility.

As a world's leading coffee brand with nearly 5,000 cups consumed every second, we have always valued authenticity, sustainability and ethically sourced product. Our coffee-explorers source 100% natural coffee beans from farmers who respect and follow those principles. Building on our 80 years of our roasting and brewing experience, our love of coffee culture, respect for those who grow it, and those who consume it, we would like to introduce the Nescafé beverage solution at the Nescafé Coffee Corners. A fresh cup of coffee solution for your venue that will give you and your consumers a truly satisfying coffee experience.

In this Playbook, you will find all the necessary technical and operational details, as well as inspiration and much more.

NESCAFÉ COFFEE CORNERS

The full aroma and flavour of NESCAFÉ
at the touch of a single button.

No limitations, no shortcuts, only
proper and pure coffee joy.



3 | SETUPS OVERVIEW

- a. Setups Structure
- b. Counter Top 900
- c. Basic 900
- d. Basic 1200
- e. Optimal 1200
- f. Premium 1800
- g. Premium 2400



3. **SETUPS OVERVIEW**
a. **Setups Structure**



3. SETUPS OVERVIEW

b. Counter Top 900

NESCAFÉ

- Flatpack box
- Easy to setup
- Exchangeable magnetic graphic
- Without waste bin
- Setup dimension: w: 900, d: 620, h: 851 mm
- Packaging dimension: w: 1000 x d: 800 x h: 300 mm, 17 kg



3. SETUPS OVERVIEW

c. Basic 900 / Basic 900 on wheels



- Entry level unit with cabinet
- Exchangeable magnetic graphic
- Possible to mount wheels to make unit more flexible
- Including waste bin
- NESCAFÉ accent lasered into cabinet door
- Setup dimension: w: 900, d: 700, h: 1800 mm
- Packed on EUR pallet -> no installation needed
- Packaging dimension: w: 1200 x d: 800 x h: 1100 mm, 97 kg



3. SETUPS OVERVIEW

d. Basic 1200

NESCAFÉ

- Optimal size
- NESCAFÉ 3D branding supporting brand presence
- NESCAFÉ accent lasered into cabinet door
- Exchangeable backwall magnetic graphic
- Including lighting in the header (to highlight products)
- Setup dimension: w: 1120, d: 700, h: 2364 mm
- Packaging dimension pallet 1: w: 1200 x d: 800 x h: 1400 mm, 114 kg
- Packaging dimension pallet 2: w: 2500 x d: 1200 x h: 250 mm, 64 kg



3. SETUPS OVERVIEW

e. Optimal 1200



- Optimal size
- NESCAFÉ 3D branding supporting brand presence
- Metal side panels with NESCAFÉ accent
- Exchangeable backwall magnetic graphic
- Including lighting in the header (to highlight products)
- Setup dimension: w: 1170, d: 700, h: 2364 mm
- Packaging dimension pallet 1: w: 1200 x d: 800 x h: 1400 mm, 114 kg
- Packaging dimension pallet 2: w: 2500 x d: 1200 x h: 250 mm, 64 kg



3. SETUPS OVERVIEW

f. Optimal 1200 - Freestanding



- Freestanding unit
- NESCAFÉ 3D branding supporting brand presence
- Metal side panel with NESCAFÉ accent
- Exchangeable backwall magnetic graphic
- Including lighting in the header (to highlight products)
- Setup dimension: w: 1345, d: 1349, h: 2364 mm
- Packaging dimension pallet 1: w: 2500 x d: 1200 x h: 250 mm, 64 kg
- Packaging dimension pallet 2 & 3: w: 1200 x d: 1800 x h: 1400 mm, 100 kg



3. SETUPS OVERVIEW

g. Premium 1800



- Full size unit including Bakery unit
- NESCAFÉ accent lasered into cabinet door
- Packed on multiple pallets
- Requires installation



3. SETUPS OVERVIEW

g. Premium 2400



- Two coffee machines
- Bakery unit
- NESCAFÉ accent lasered into cabinet door
- Possibly with refrigerator or any other additional equipment



4 | COFFEE MACHINE OVERVIEW

4. COFFEE MACHINE OVERVIEW

NESCAFÉ



○ NESCAFÉ ATTIMO PICCOLO

- Counter Top
- Basic 900



○ NESCAFÉ ATTIMO MEDIO

- Counter Top
- Basic 900
- Basic 1200
- Optimal 1200
- Island 1200



○ FRANKE A600

- Basic 1200
- Optimal 1200
- Premium 1800
- Premium 2400
- Island 1200



○ WMF 1500S

- Basic 1200
- Optimal 1200
- Premium 1800
- Premium 2400
- Island 1200

Machines may vary based on the market toolbox.

5 | RECOMMENDATION BY CHANNEL

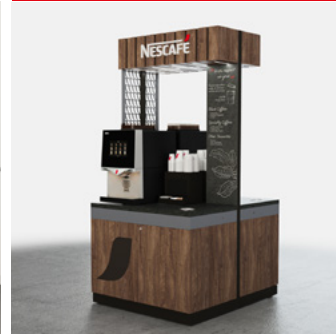
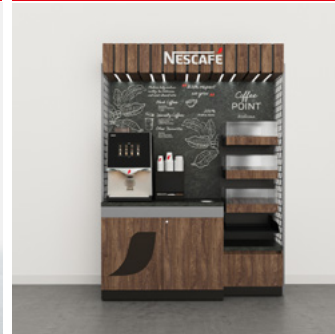
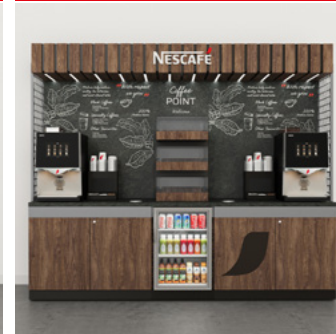
- a. Overview
- b. B&I (Office)
- c. CVS / Instore
- d. Petrol Station
- e. Bakeries



5. RECOMMENDATION BY CHANNEL

a. Overview



	B&I / OFFICE	B&I / OFFICE	CVS	CVS	
B&I / OFFICE	CVS	PETROL STATION	PETROL STATION	PETROL STATION	CVS
HOTEL	HOTEL	CVS	BAKERY	BAKERY	PETROL STATION
<20 CUPS/DAY	20-40 CUPS/DAY	40-100 CUPS/DAY	>100 CUPS/DAY	>100 CUPS/DAY	>100 CUPS/DAY
					
COUNTER TOP 900 • Flatpack box • Magnetic graphics • Setup dimension: w: 900, d: 620, h: 900 mm	BASIC 900 • Possible to mount wheels • Including waste bin • NESCAFÉ accent lasered into cabinet door • No installation needed • Setup dimension: w: 900, d: 700, h: 180 mm	BASIC / OPTIMAL 1200 • Optional premium side panels with lasered accent elements • Backwall magnetic graphics • NESCAFÉ accent lasered into cabinet door • NESCAFÉ 3D branding on top supporting brand presence • Including lighting in the header (to highlight products) • Setup dimension: w: 1270, d: 700, h: 2364 mm	FREESTANDING 1200 • Full solution including side panels to support branded environment by NESCAFÉ accent • NESCAFÉ 3D branding on top • Including lighting in the header (to highlight products) • Setup dimension: w: 1400, d: 1400, h: 2364 mm	PREMIUM 1800 • Full size unit including bakery unit & lighting • NESCAFÉ accent lasered into cabinet door • NESCAFÉ 3D branding on top • Packed on multiple pallets • Requires installation • w: 1800 d: 700 h:2364 mm	PREMIUM 2400 • Double size unit including bakery unit / fridge • NESCAFÉ accent lasered into cabinet door • Packed on multiple pallets • Requires installation • w: 2400 d: 700 h: 2364 mm

B&I / OFFICE





B&I / OFFICE



NESCAFÉ

PETROL STATION

“With respect
we grow”

Medium body, medium
acidity, low bitterness
and sweet almond notes

100%
Arabica beans



Black Coffees

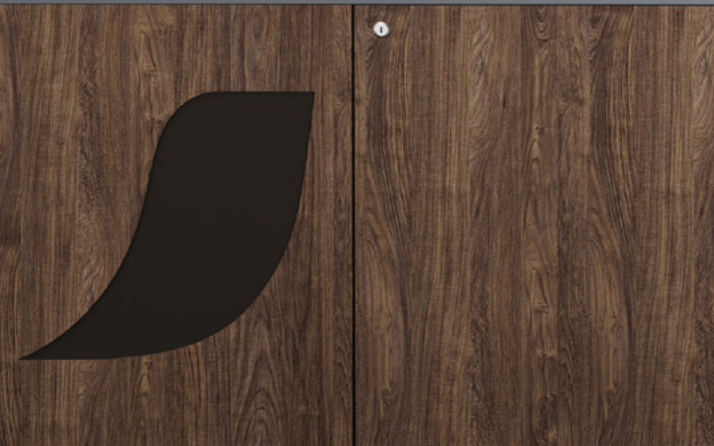
Espresso
Double Espresso
Lungo

Specialty Coffees

Coffee with milk
Cappuccino
Latte Macchiato

Other Favourites

Mocha
Hot Chocolate
Dark Chocolate



PETROL STATION



PETROL STATION



TESCO

express

CVS STORE

HELLO
WELCOME TO
TESCO WEST END LANE
EST. 2009

We're open
Monday to Sunday
8am to 11pm
Click & Collect
Lottery
Mobile Top Up
Bakery

NESCAFÉ

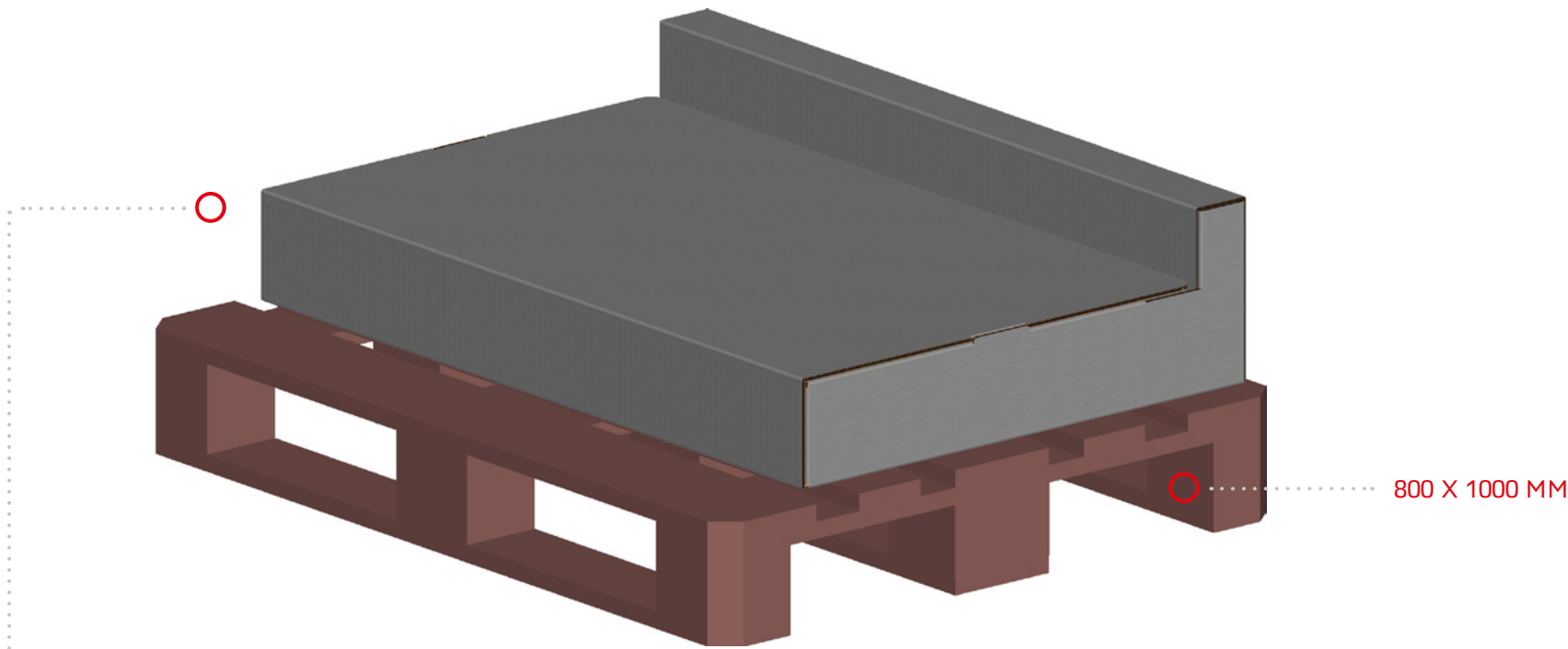


6 | PACKAGING DIMENSIONS

- a. Counter Top 900
- b. Basic 900
- c. Basic 1200
- d. Optimal 1200

6. PACKAGING DIMENSIONS

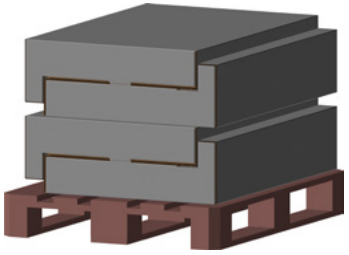
a. Counter Top 900



800 X 1000 MM

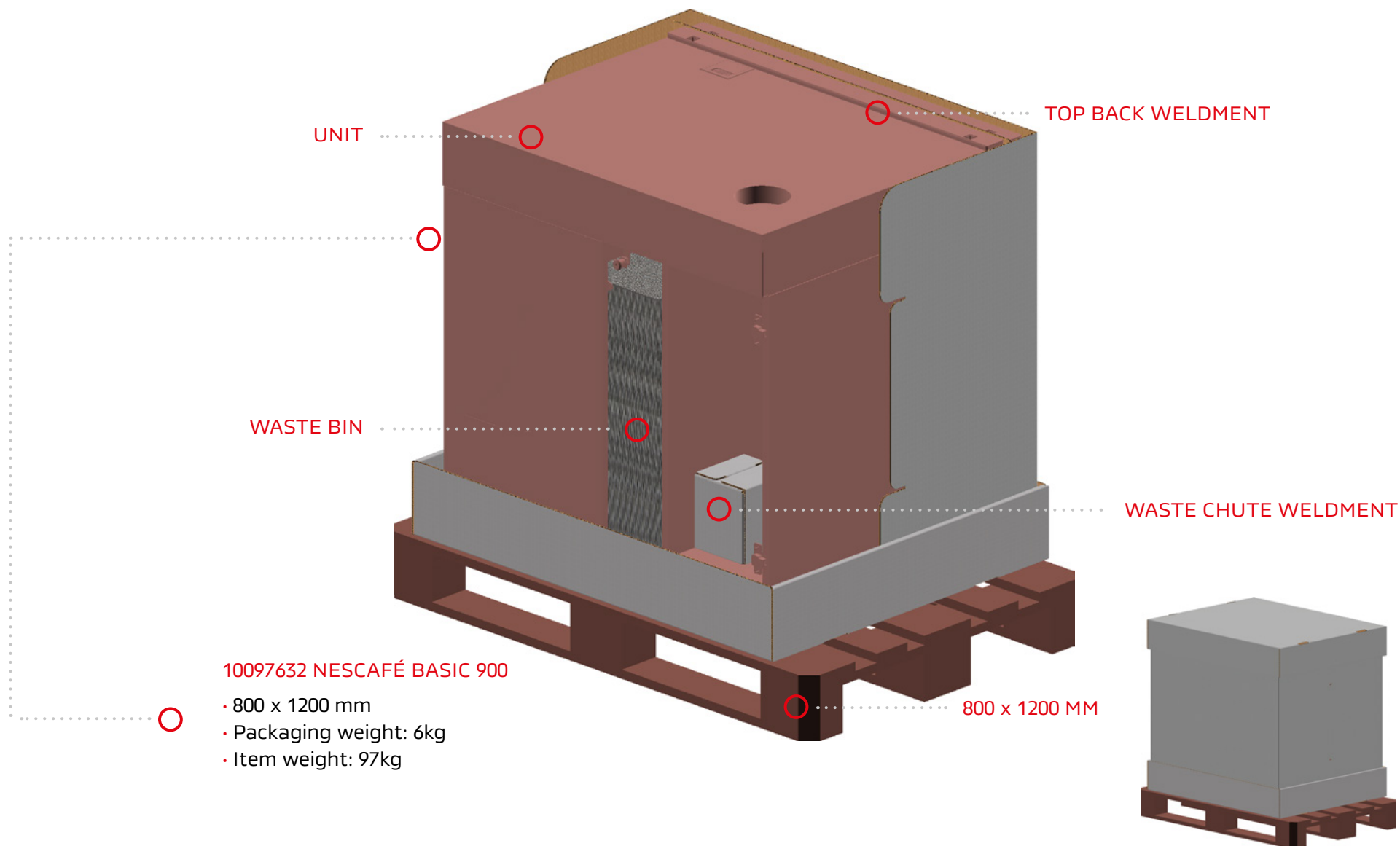
10097570 NESCAFÉ Counter Top 900

- 800 x 1000 mm
- Packaging weight: 3kg
- Item weight: 17kg



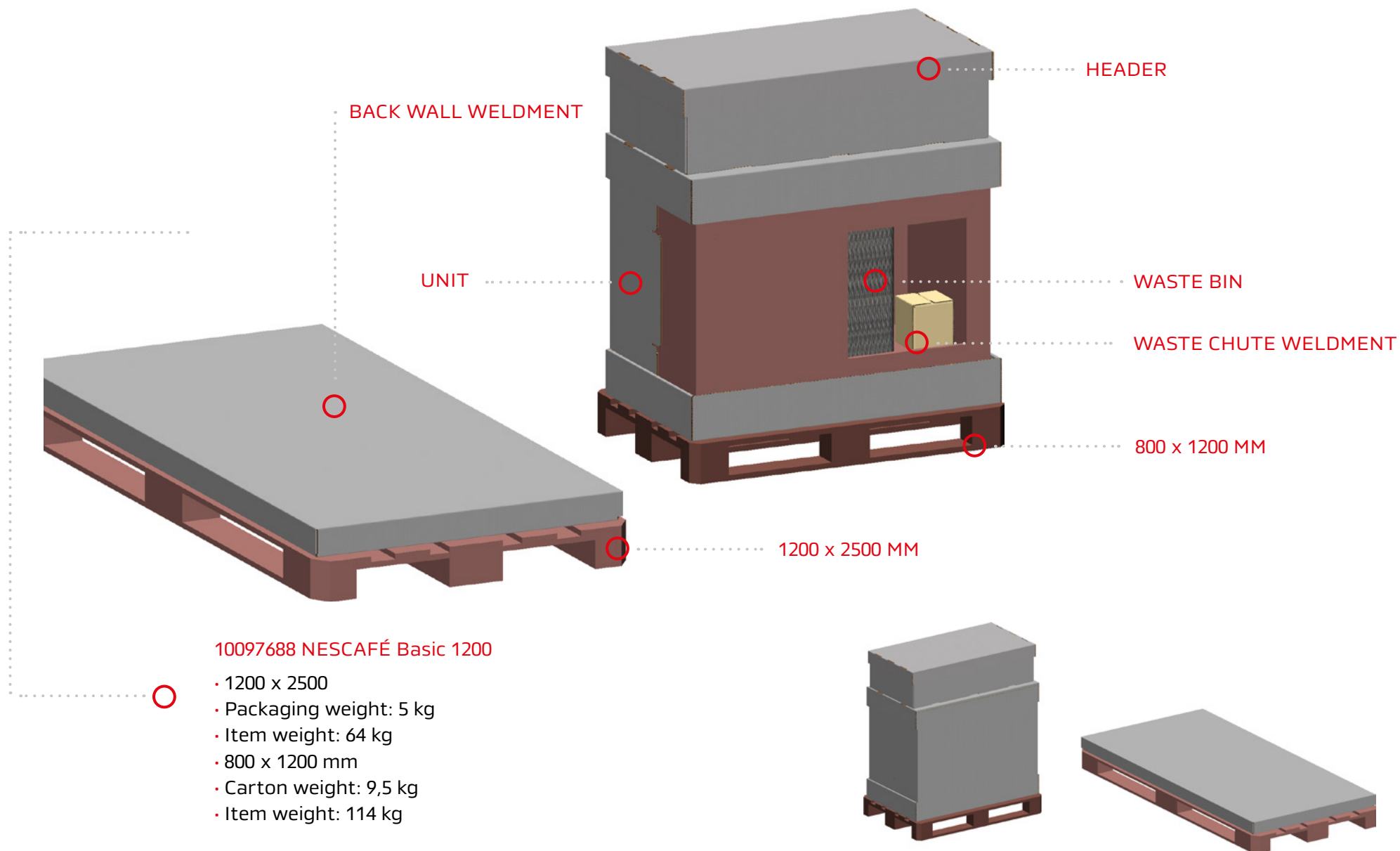
6. PACKAGING DIMENSIONS

b. Basic 900 / Basic 900 on wheels



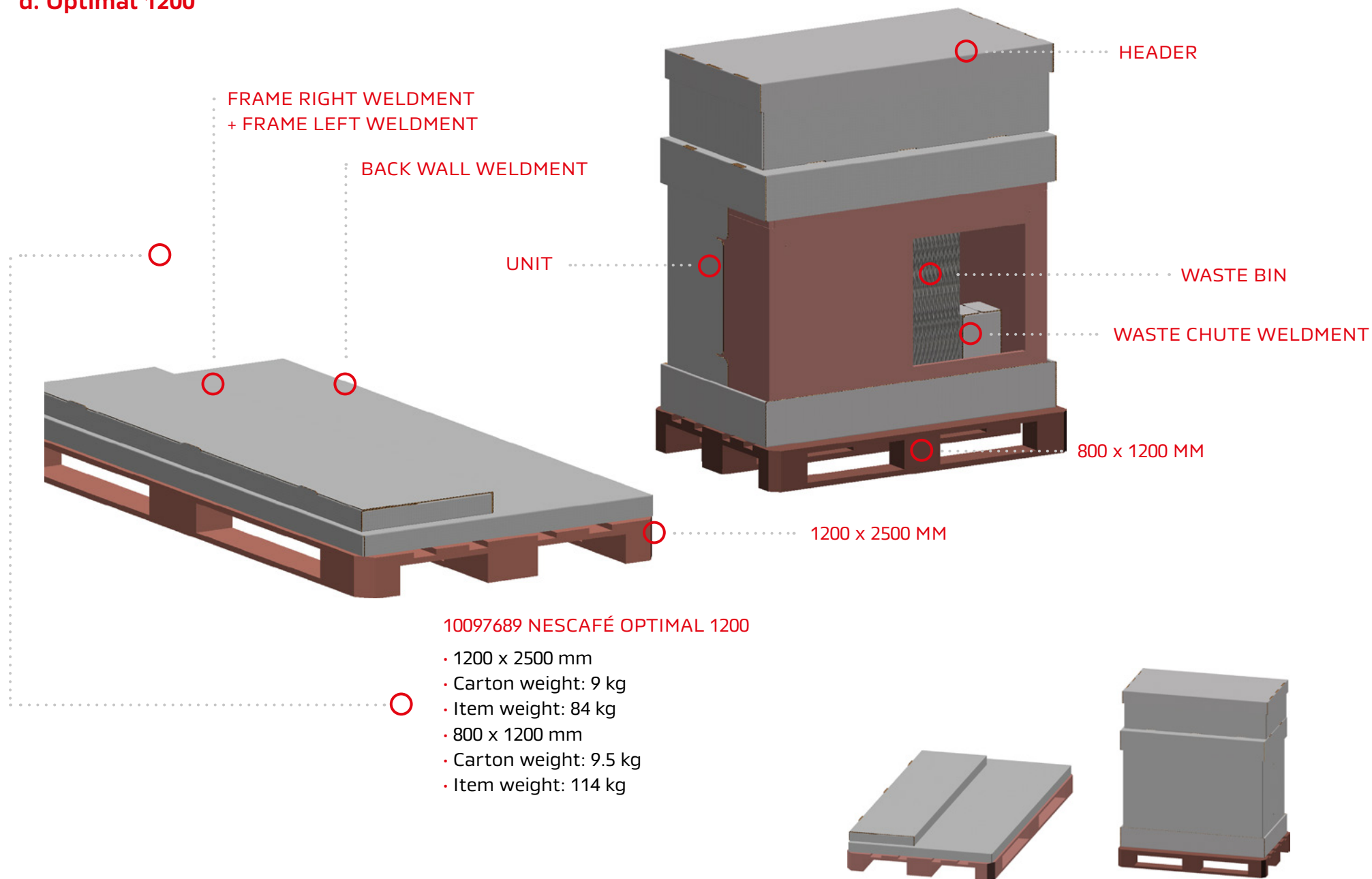
6. PACKAGING DIMENSIONS

c. Basic 1200



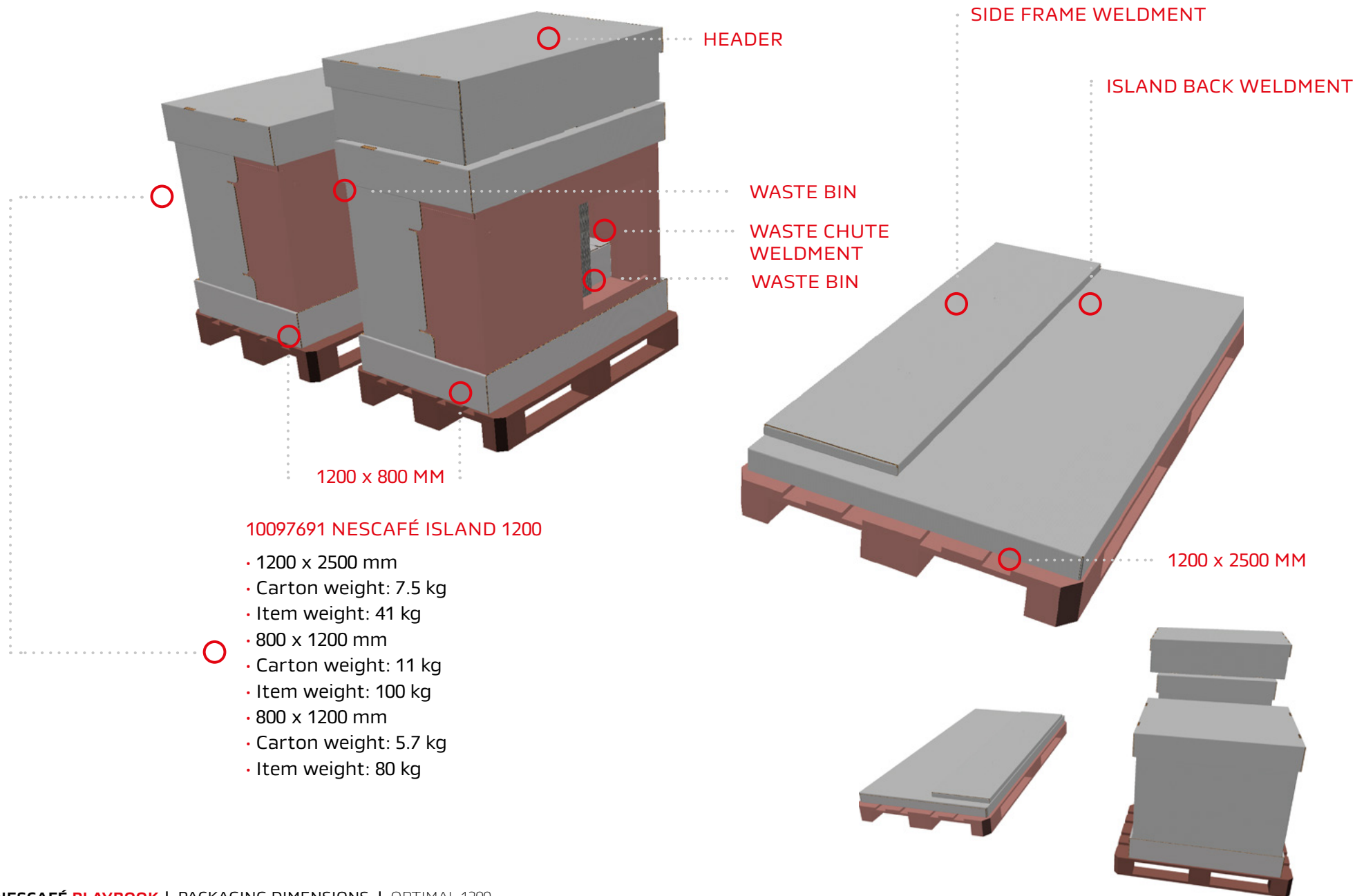
6. PACKAGING DIMENSIONS

d. Optimal 1200



6. PACKAGING DIMENSIONS

e. Island 1200



6. PACKAGING DIMENSIONS
f. Packaging Material Recycle Guideline

Pallet

WOOD



PadPak paper filling

PAPER



Corrugated cardboard

PAPER



Mirelon

POLYETHYLENE



Stretch wrap

LOW-DENSITY
POLYETHYLENE



Bubble wrap

LOW-DENSITY
POLYETHYLENE

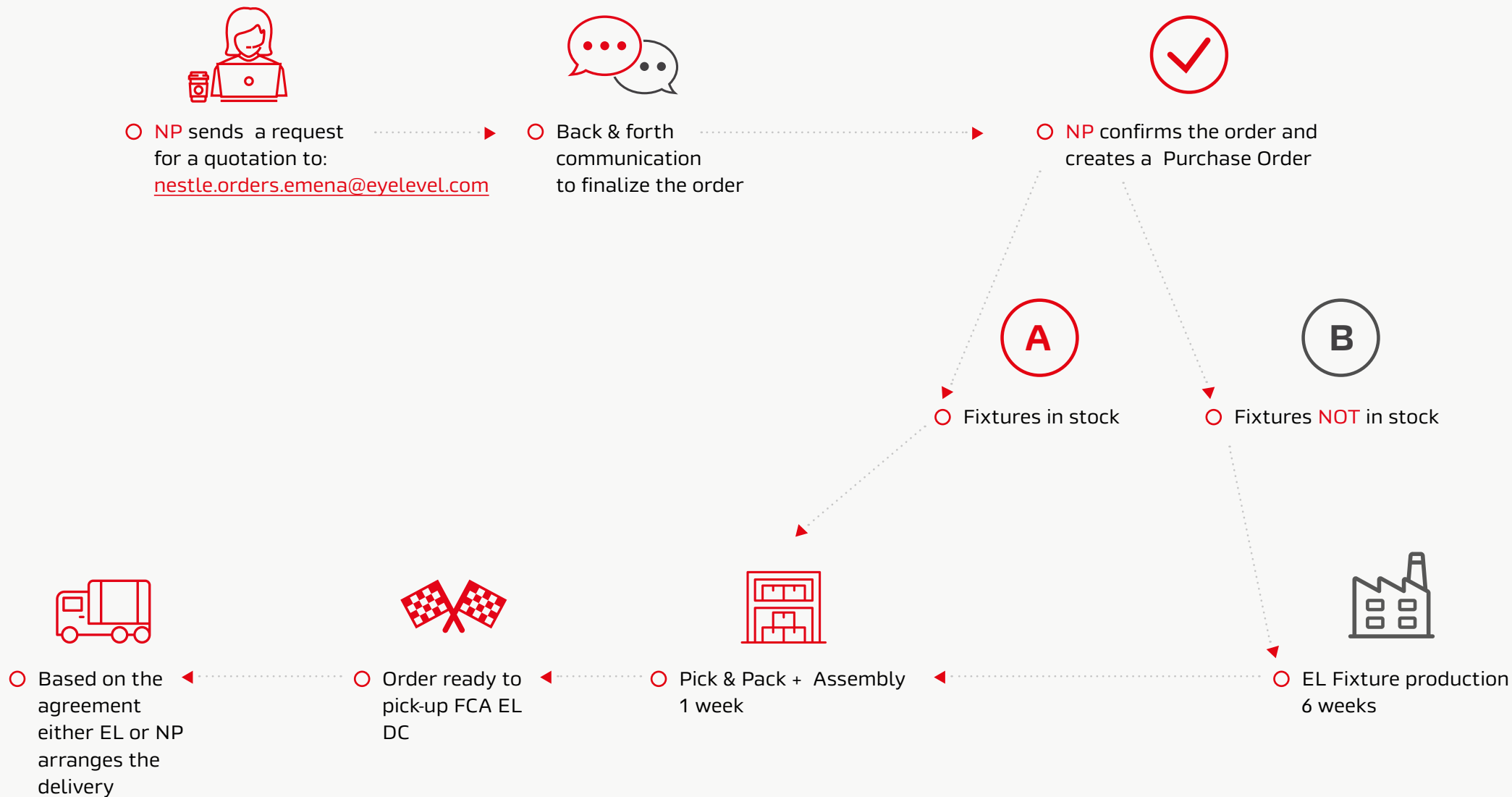


7 | IMPLEMENTATION RULES

- a. Ordering Process
- b. Installation Requirements
- c. Production Plan
- d. How to
- e. Certification

7. IMPLEMENTATION RULES

a. Ordering Process



7. IMPLEMENTATION RULES

b. Installation Requirements

**General rules –The coffee corner should be placed on its dedicated spot.
Avoid installation of Coffee Corner solution close to toilets.
Sufficient lighting should be in place to highlight products.**

WALLS

There are no specific requirements for walls from construction perspective. Coffee Corners are freestanding and do not need anchoring to the wall. We suggest to avoid placing the Coffee Corner against colorful walls and prefer decent color tones, if possible.

FLOOR

Floor must be leveled upfront the installation.
It is possible to place Coffee Corner on hard floor, carpet tiles or melamine.

WATER & ELECTRICITY

Please refer to installation guidelines and coffee machine specific needs

CEILING

No specific requirement on ceiling.

7. IMPLEMENTATION RULES

c. Production Plan



Production Plan 2019 - 2020 - CE

MARKETS TO SUBMIT REQUEST BY	INWK TO CONSOLIDATE AND PROVIDE QUOTATION BY	PO AND ORDER CONFIRMATION FROM NESTLE REQUIRED BY	PRODUCTION START	DURATION	PRODUCTION FINISH	READY TO SHIP / COLLECT IN EL DC	ETA WE*	ETA CE*	ETA RU*	ETA UAE*
20-Jan-20	27-Jan-20	3-Feb-20	5-Feb-20	5 weeks	11-Mar-20	16-Mar-20	20-Mar-20	18-Mar-20	21-Mar-20	20-Apr-20
20-Apr-20	27-Apr-20	4-May-20	6-May-20	5 weeks	10-Jun-20	15-Jun-20	19-Jun-20	17-Jun-20	20-Jun-20	20-Jul-20
20-Jun-20	27-Jun-20	4-Jul-20	6-Jul-20	5 weeks	10-Aug-20	15-Aug-20	19-Aug-20	17-Aug-20	20-Aug-20	19-Sep-20
21-Aug-20	28-Aug-20	4-Sep-20	6-Sep-20	5 weeks	11-Oct-20	16-Oct-20	20-Oct-20	18-Oct-20	21-Oct-20	20-Nov-20
10-Oct-20	17-Oct-20	24-Oct-20	26-Oct-20	5 weeks	30-Nov-20	5-Dec-20	9-Dec-20	7-Dec-20	10-Dec-20	9-Jan-21

* ETA is provided for reference only. Exact delivery date can be confirmed after logistics process and arrangements are clarified with ordering party.

**Download
all installation
manuals here**



Counter TOP 900
[Download](#)



Basic 900
[Download](#)



Basic 1200
[Download](#)



Optimal 1200
[Download](#)



Premium 1800
[Download](#)



Island 1200
[Download](#)

d. How To

A. ACCOUNTING, TRADE ASSETS REGISTER, TAPT

For NESCAFÉ Coffee corners we apply the **same logic as for any other trade assets**. If the coffee corner remains Nestlé owned, is meeting the capitalization threshold and has an economic and technical lifetime of more than a year – then it should be capitalized and tracked.

Two technical options:

- If the corner and the coffee machine will stay / move together, you can create a sub-asset for the coffee machine
- If the corner might move differently from the machine, then markets need to track it as an independent asset

For NESCAFÉ Coffee corners launch we recommend to test with pilot units on a temporary basis (i.e. 6 months trial) with customers to validate the value proposition and consumer feedback. TARE may be used for pilot / trial with customers however this can't be done for a long term agreement with a customers.

All coffee corners need to be reported in TAPT under the dedicated line.

7. IMPLEMENTATION RULES

d. How To

B. CAPEX PROCESS

The timing, process, tools for NESCAFÉ Coffee corners are the same as for any other trade assets.

Tracking of NESCAFÉ Coffee corners:

- In TAPT as purchased units with their purchase price under the dedicated line
- In the **CAPEX file**:
 1. Table 1 (Market Sheet), line 90 – reflect the number of assets and their movements and do NOT enter a cost.
 2. The cost / purchasing price should be reflected together with the coffee machine (i.e. part of the average cost for TA), so that financial calculation and justification (discounted payback, COP1, ROIC etc.) is based on the total cost for the POC. Markets should use the same logic for any other accessories (furniture, telemetry kit, grinder etc.).
 3. The only exception is when markets are buying accessories to upgrade an existing POC with an old coffee machine that will remain on site (i.e. purchased and placed in past). For these situations the cost should be reported in the same line where markets quantify the number of assets. To justify this type of investments two blueprints are needed. If the machine is changed as well in POC then refer to points 1&2.

 **All articles including wood
are made of FSC certified
raw material** 

8 | BRAND ESSENTIALS

- a. Customer Unique Value Proposition

 **To all great coffee lovers
today and tomorrow...** 

WE SIMPLY BELIEVE THAT...

everyone in the world deserves
a great cup of coffee

– Brand belief –

...SO WE

craft great coffee experiences to make a world
of difference in people's daily lives

– Brand belief –

NESCAFÉ OUT OF HOME EXPERIENCE

Great coffee experiences for everyone,
anywhere, anytime.

8. BRAND ESSENTIALS

a. Customer Unique Value Proposition

I want a reliable solution delivering great coffee experiences to grow my business and allowing me to connect with my customers.

'RELIABLE SOLUTION'

machines, product portfolio and services without any extra work

'GREAT COFFEE EXPERIENCES'

fulfilling consumer needs and giving them a reason to come back

'GROW MY BUSINESS'

driving footfall

'ALLOWING ME TO CONNECT WITH MY CUSTOMERS'

providing me with a simple and reliable solution that gives me more time to get closer to my customers

8. BRAND ESSENTIALS

a. Customer Unique Value Proposition

**I can now enjoy my
great coffee experiences
the way I like them,
making a world of
difference to my day.**

'I CAN NOW'

wherever, whenever

'GREAT COFFEE EXPERIENCES'

giving consumers a reason to come back

'THE WAY I LIKE IT'

on trend, quality, variety and customization

'MAKING A WORLD OF DIFFERENCE TO MY DAY'

respectfully grown commitment

9 | BRAND PROPERTIES

9. BRAND PROPERTIES

a. Introduction



With the following ingredients of the 'Out Of Home' identity you will learn how to maximise the brand's presence with:

THE WORDMARK NESCAFÉ

- To be on all materials — regardless the situation

ICONOGRAPHY:

- Real messages
- Real materials and textures
- Photographs of real people in actual situations and experiences
- Handcrafted drawings

This will create an overall identity that is unique to the NESCAFÉ OOH experience.

9. BRAND PROPERTIES
b. Overview of Brand Properties



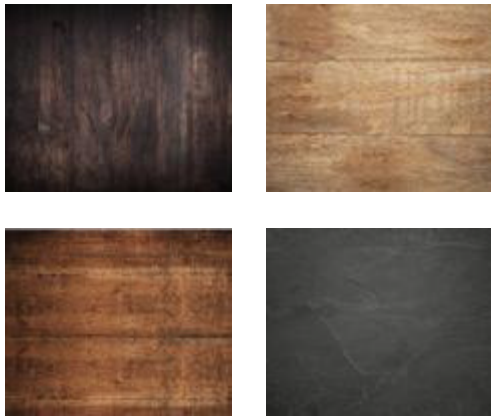
WORDMARK



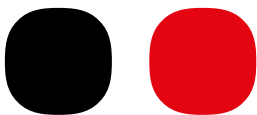
GRAPHIC ACCENT



VISUAL WORLD



MATERIALS



COLOURS

Natural Script Bold
NESCAFÉ SANS
ARIAL

TYPOGRAPHY

THE WORDMARK

The NESCAFÉ wordmark is composed of two iconic brand elements:

- The NESCAFÉ Brand name
- The NESCAFÉ Accent

This is the primary wordmark.

Do not redraw or modify.



COLOUR REFERENCE

The wordmark is composed of two colours:

- PMS Process Black C
- PMS 485 C

If it is not possible to use PMS colours, please use the equivalent CMYK or RGB.



PANTONE	Process Black C	485 C
CMYK	K100	M100 - Y100
RGB	R0 - G0 - B0	R225 - G38 - B28

9. BRAND PROPERTIES

d. Wordmark - Clear Zone



THE PROTECTIVE AREA

To maximise brand presence and visual dominance, respect the defined defined minimum clearzone around the wordmark.

This clear zone identifies the area into which no other graphic elements, such as text, imagery or other brands, can invade.



Protective area

MINIMUM SIZE

To ensure legibility, the smallest version of the wordmark needs to consider packaging requirements and must not be used below 15mm of the entire wordmark length.



9. BRAND PROPERTIES

e. Wordmark - Applications



THE WORDMARK - REVERSED OUT WHITE

It is advised to use the white version of the logo when the background behind the wordmark is too dark to make the logo legible. However, the red accent must be in NESCAFÉ RED under all circumstances.

THE WORDMARK - MONOCHROME

In situations where only one colour can be used to print the wordmark, the wordmark must be printed in monochrome.



9. BRAND PROPERTIES

f. The Accent



THE ACCENT

The accent is a springboard for inspiration and is derived from the wordmark.

It is used to build ownability in a variety of different ways: a method of signing a support (right) or as quotation marks (far right). Refer to the Toolbox examples starting on page 26.

The NESCAFÉ Red Accent is primarily used in PMS 485C; if this isn't possible then the equivalent CMYK or RGB can be used. The Accent may sit on a contrasting background.

It must always be a natural part of the graphic visual language, never being applied in a forced or mannered way.



We recommend adding the TM sign for IP protection. In communication, it is not necessary to use the TM sign on every NESCAFÉ Accent – only the most prominent one. The TM sign must not be used on packaging.

“With respect
we grow”

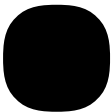
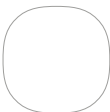
An example of the accent's versatility. E.g. as quotation marks for a title or phrase. The accent must always follow the same directions as seen above. — Double accent turned at 180° at the beginning of the quote and in the normal direction at the end of the quote.

NESCAFÉ BRAND COLOURS

The NESCAFÉ brand colours are the three colours present in the wordmark: black, red and white. Red is the primary colour for NESCAFÉ brand icons.

To ensure a sufficient contrast and impact we recommend red is used only for the accent. (See previous page.)

White should only be used as a supporting element such as in the wordmark, illustrations and titles. It should never be used as a background colour.

			
PANTONE	Process Black C	485 C	White
CMYK	K100	M10 - Y100	
RGB	R0 - G0 - B0	R225 - G38 - B28	R255 - G255 - B255
Web	# 000000	# e1261c	# ffffff

9. BRAND PROPERTIES

h. Primary Typeface



NATURAL SCRIPT BOLD

Unique to NESCAFÉ's OOH it has been specifically chosen as a hand-drawn style that is legible. The idea is to reflect a coffee shop atmosphere and give emotional character to graphics.

We recommended it is used for titles and taglines.

Make sure that the font size is big enough to ensure legibility.

Natural Script Bold
ABCDE7GHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

9. BRAND PROPERTIES



i. Secondary Typeface

NESCAFÉ SANS

Visual communication relies on the use of distinctive shapes, colours, and typography, the consistency and quality of execution is crucial to our success.

A common language and typeface is often at the base of all great cultures, Roman, Greek, Chinese, Sanskrit... and now for NESCAFÉ.

To complement and lend homage to the value and importance of typography, NESCAFÉ has taken the bold step to create its own proprietary typeface, born from the letters used in the wordmark and professionally sculpted to work across all communication.

NESCAFÉ Sans typeface is available in four versions and accessible via the Content Hub tool.

To be used for all large areas of body text.

NESCAFÉ SANS Light

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ÀÂÉÈÊÎÔÛÙŒÆÇ
1234567890

NESCAFÉ SANS I talic

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ÀÂÉÈÊÎÔÛÙŒÆÇ
1234567890

NESCAFÉ SANS Regular

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ÀÂÉÈÊÎÔÛÙŒÆÇ
1234567890

NESCAFÉ SANS BOLD

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ÀÂÉÈÊÎÔÛÙŒÆÇ
1234567890

ARIAL

To be used for digital communications where the NESCAFÉ Sans fonts are not readily available, or incompatible with digital media.

Arial Regular

abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ÀÂÉÈÊÎÔÛÙŒÆÇ
1234567890

Arial Italic

*abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ÀÂÉÈÊÎÔÛÙŒÆÇ
1234567890*

Arial Bold

**abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ÀÂÉÈÊÎÔÛÙŒÆÇ
1234567890**

Arial Black

**abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ÀÂÉÈÊÎÔÛÙŒÆÇ
1234567890**

“Fresh from
bean to cup”

Natural Script Bold

A great-tasting cup of coffee
starts with responsibly grown
and sourced beans.

NESCAFÉ Sans Regular



NESCAFÉ WORDMARK
White centred.

NESCAFÉ QUOTATION MARKS
Natural Script Bold, white,
centred with the NESCAFÉ accent
used as quotation marks.

TITLE
Natural Script Bold, white, ranged left
Used in a bigger contrasting size to
the body text.

BODY TEXT
NESCAFÉ Sans Regular, white,
justified column width
Used in a smaller size to the title text.
Please pay attention as to how the
price is written. Large numerals
before the point/comma followed by
smaller numerals. The monetary
symbol is placed above the base line.

9. BRAND PROPERTIES

I. Palette of Background Textures



NESCAFÉ OOH BACKGROUND TEXTURES

These are the elements that give flavour, place and atmosphere to the brand. They should also be used to create conviviality while maintaining authenticity. We convey this with the following rustic elements:

- **Three types of patinated wood**

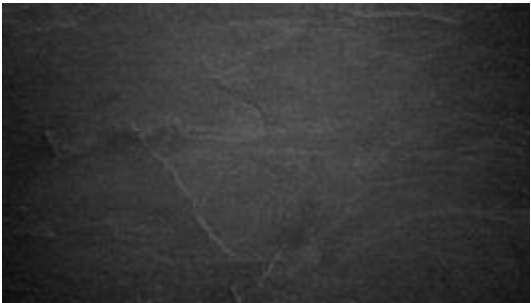
The slats should always be either horizontal or vertical. Please use exclusively these patinated woods. High resolution images are available on the Nestlé Content Hub.

- **Rough cut slate**

The slate can also be used as a chalk board. It is important that the drawing or text is in white to ensure sufficient legibility on a dark background.



Smoked Pine



Rough cut slate



Rustic Oak



Light Oak

9. BRAND PROPERTIES

m. Building the Key Visuals - People

A COMBINATION OF PHOTOGRAPHY AND DRAWING PEOPLE AND SITUATIONS

These are the elements that give flavour, place and atmosphere to the brand. They should also be used to create conviviality while maintaining authenticity.

Photography and handcrafted drawing within the same visual creates a dynamic that is unique to NESCAFÉ OOH.

The photography should always have real people in real situations; a diversity of age and race. For example, where possible ensure that there is a human presence if not full portrait then at least hands, for example. The handcrafted drawings use a simple line with linear shading to describe shapes. Overall, rich, warm and intense colours are used.

Executed key visuals have been provided and, ideally the lock-ups between the background materials, photography and messaging (allowing for translation) should be respected.

9. BRAND PROPERTIES

m. Building the Key Visuals - People



WORDMARK IN WHITE

The wordmark is always centred on the top of the support. In certain circumstances, it can be placed as a signature on the bottom right corner. Whatever the choice of background the accent on the wordmark is always in NESCAFÉ red.

NATURAL SCRIPT BOLD TYPEFACE CENTRED

Always in white

HANDCRAFTED DRAWING

Always in white



ROUGH CUT SLATE BACKGROUND TEXTURE

This can be of any one of the background textures provided

THE NESCAFÉ ACCENT USED AS QUOTATION MARKS

Always in NESCAFÉ red

PHOTOGRAPH

People should be real and authentic. Never posed or staged. People should look natural and can be smiling (not mandatory). The most important thing is that a sense of an engaging and authentic character shines through. People should be diverse – origin, gender, age. Props can be used in cases where they support the message (e.g. plants for “With respect we grow”). Always in rich, warm and intense colours.

9. BRAND PROPERTIES

n. Building the Key Visuals - Quality Coffee



A COMBINATION OF PHOTOGRAPHY AND DRAWING END CUP PROFILE, ROASTED COFFEE BEANS

These are the elements that give flavour, place and atmosphere to the brand. They should also be used to create conviviality while maintaining authenticity. Photography and handcrafted drawing within the same visual creates a dynamic that is unique to NESCAFÉ OOH.

Our major brand asset is the coffee, so we must show it in all its realness. That means to say, always as a photograph that describes the coffee's richness and flavour. This applies to images of coffee beans.

The beans must be always photographed and used together with a coffee sack or human hands to further illustrate the context.



PHOTOGRAPH

End cup visuals should always incite coffee appeal and should portray high quality coffee. Always in rich, warm and intense colours.

9. BRAND PROPERTIES

o. Incorrect Usages

- 1 **Don't** distort or change the proportions of the NESCAFÉ wordmark
Don't break up the wordmark to create a new word
Don't use a sub-brand or denominator e.g. NESCAFÉ Gold
- 2 **Don't** change the colours of the wordmark.
- 3 **Don't** ever use accent on it's own as a touchpoint, i.e. it is not a substitute for the NESCAFÉ wordmark.
Do not redraw the accent or modify the shape, colour or proportion.
- 4 **Do not** use NESCAFÉ's Brand Signature as signature or sign-off.
- 5 **Do** only use the designated script font and NESCAFÉ's brand typeface as a secondary font
- 6 **Do** use the background images provided in the materials palette (See page 20). Other backgrounds will have to be approved by NESCAFÉ's Professional SBU team.

DO

NESCAFÉ



Natural Script Bold
 NESCAFÉ Sans
 Arial



DON'T

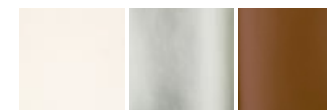
NESCAFÉ NESCAFÉ CAFÉ NESCAFÉ GOLD

NESCAFÉ NESCAFÉ



It all starts with a
 NESCAFÉ

It all starts with a NESCAFÉ



10 | THE TOOLBOX

10. THE TOOLBOX

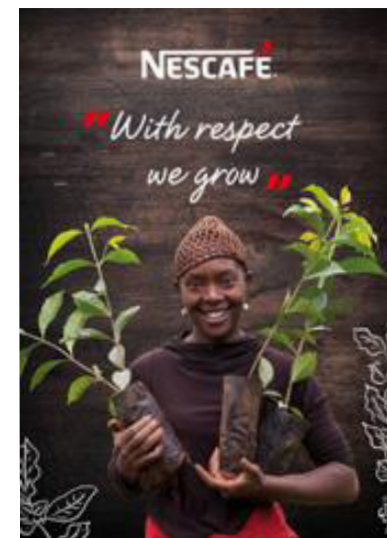
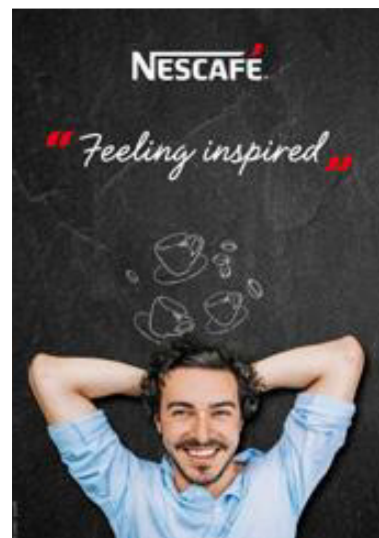
a. Introduction



It's important that the NESCAFÉ OOH story is strong and consistent. For this reason we are providing you with a toolbox of Key Visuals that are applicable to whatever your desired communication support might be.

On the following pages, we have organised key visuals into three key areas as outlined below, leveraging on the NESCAFÉ Brand story.

- **Great coffee moments**
- **Quality coffee makes a difference**
- **We grow coffee with respect**



10. THE TOOLBOX

b. Coffee Corners Backwall Panels



PREMIUM 1800



ISLAND 1200

2 pcs.



600 x 1900 mm
[Download](#)

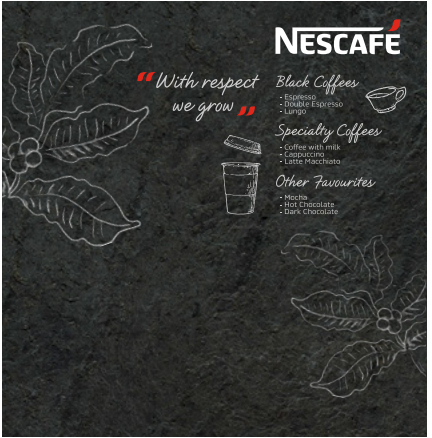
324 x 1200 mm
[Download](#)

BASIC 1200 / OPTIMAL 1200 / PREMIUM 1800



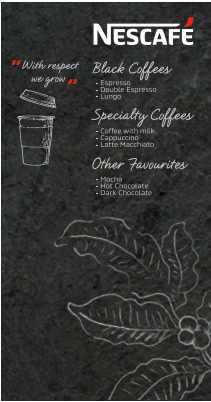
1114 x 1200 mm
[Download](#)

BASIC 900



897 x 920 mm
[Download](#)

COUNTER TOP



444 x 841 mm
[Download](#)

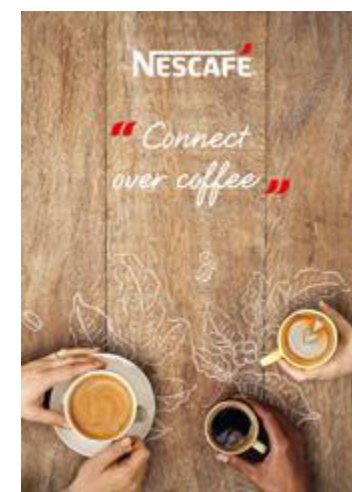
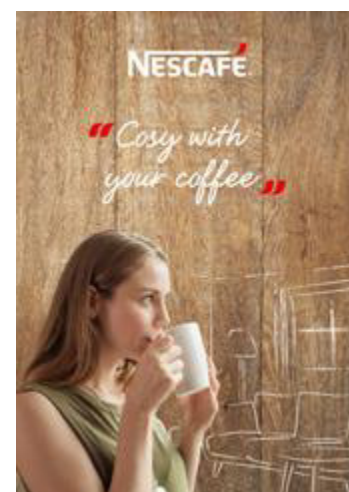
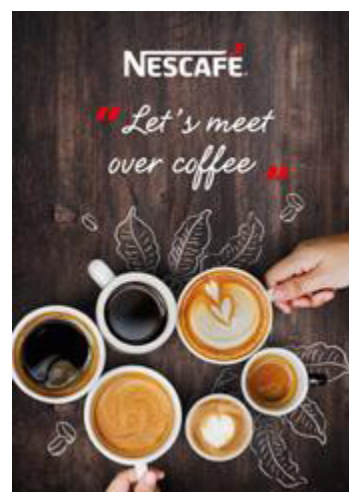
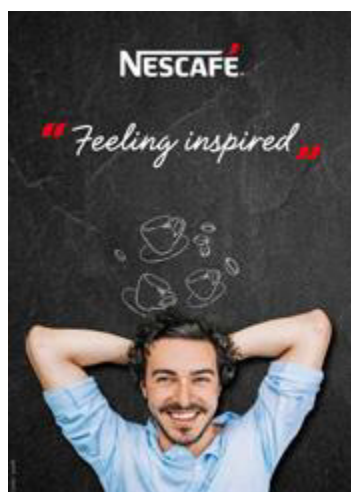
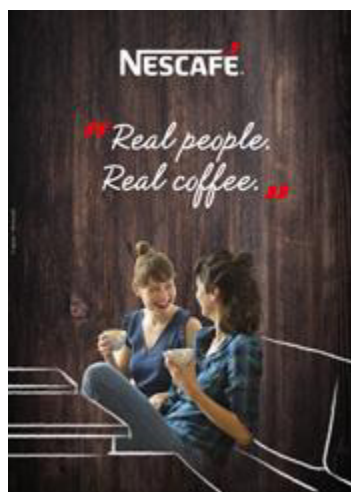
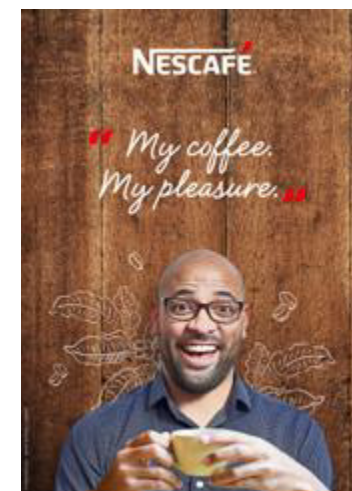
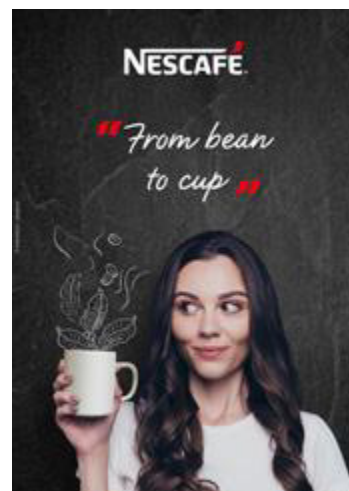
High resolution images are available on the Nestlé Content Hub for possible localization.

10. THE TOOLBOX

c. Toolbox Key Visuals



GREAT COFFEE MOMENTS



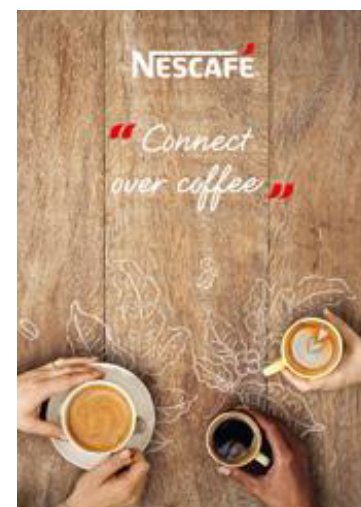
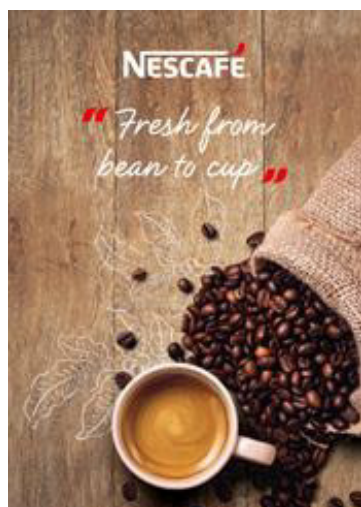
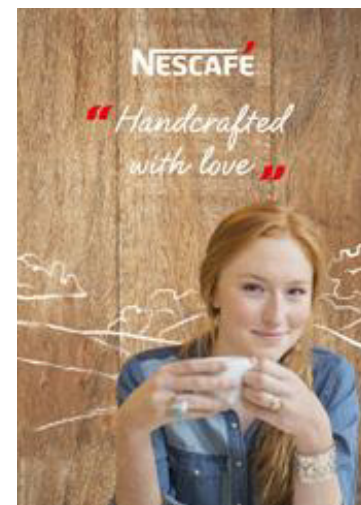
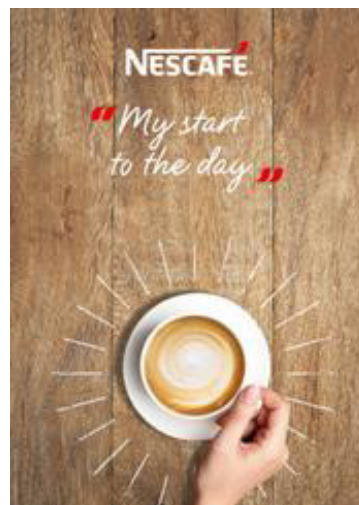
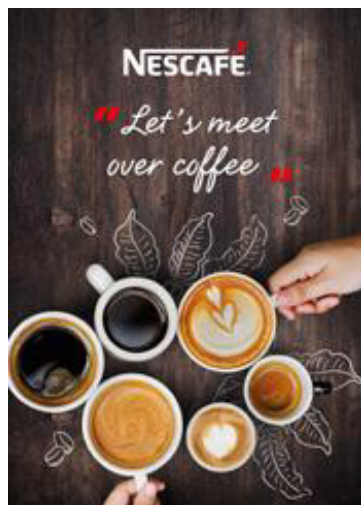
High resolution images are available on the Nestlé Content Hub.

10. THE TOOLBOX

c. Toolbox Key Visuals



QUALITY COFFEE
MAKES A DIFFERENCE

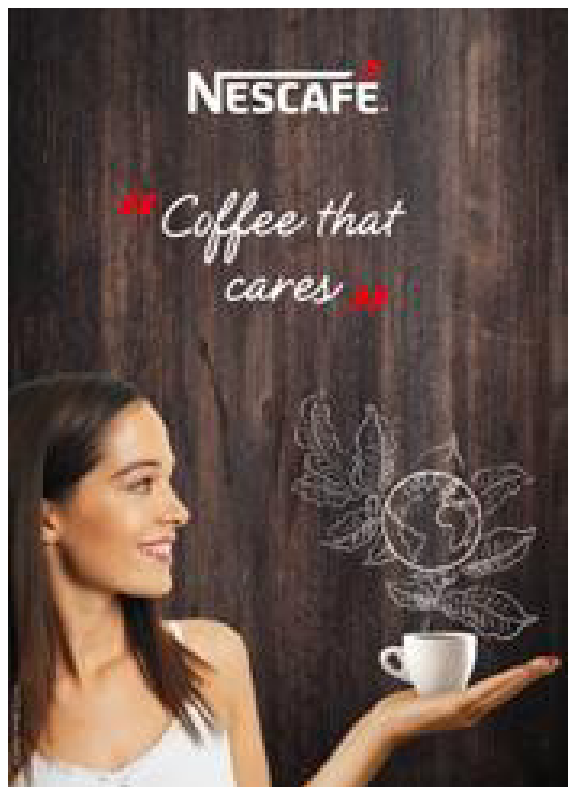


High resolution images are available on the Nestlé Content Hub.

10. THE TOOLBOX
c. Toolbox Key Visuals



WE GROW COFFEE WITH RESPECT



High resolution images are available on the Nestlé Content Hub.

10. THE TOOLBOX

d. POS Activation Materials



11 | MAINTENANCE

11. MAINTENANCE



a. Terminology and Roles

CUSTOMER

- The company providing the „Coffee Corner“ installation and facilities (power supply and water supply), is also involved in daily operation , specifically product refilling and machine cleaning.

DESIGNATED MACHINE MANUFACTURER REPRESENTATIVE (DMR)

- The company selling the machine provides technical service for “Coffee Corner” including machine installation/repairing/ preventive maintenance machine cleaning.

NESTLE DESIGNATED PERSONNEL (NDP)

- The Nestle representative who allocates resources/coordinates activities/ supervises performance for “Coffee Corner”.

TOTAL SOLUTION OPERATOR/ 3RD PARTY (TSO)

- The company who installs „Coffee Corners“ and provides training.

CONSUMER

- The person who pays via cashless payment system and consumes the beverages prepared by the “Coffee Corner”.

PRODUCTS DELIVERY AGENT/ DISTRIBUTOR (PDA)

- The company supplying products to customer site for “Coffee Corner”.

DESIGNATED OPERATIONAL PERSONNEL (DOP)

- The person who belong to customer but/ and provides daily operation of the “Coffee Corner” including but not limited to products refilling and machine cleaning.

“COFFEE CORNER” DESIGNING AGENCY (ODA)

- The company that designed the coffee corner (the actual stand) for the for the “Coffee Corner”.

DIGITAL PAYMENT OPERATOR (DPO)

- The company that installs/operates cashless payment for the “Coffee Corner”.

11. MAINTENANCE

b. The Role Description Matrix



ROLES	CUSTOMER	CONSUMER	TSO	DOP	DPO	ODA	DMR	NDP	PDA
Location selection									
Product Refill									
Daily Machine Cleaning									
Weekly Machine Cleaning w									
Machine Maintenance									
Stand Design									
Machine Installation									
Product Supply									
Customer Training									
Pay and Consume Beverages									
Payment System Operation									
Promotions									

ATTENTION



Only authorized person
can access machine.



Follow NESTLE
QUALITY GUIDANCE



The machine must be locked
at all times during operation.



○ Follow up the cleaning and sanitization instructions.



○ Wash hands before performing operations.



○ Wear gloves when performing operations.



○ Use clean tools for cleaning

Products Refill: Milk Handling



When



Every working day before 8:00am



Recommended refills (if necessary) are: 11:30 a.m. and 3:00 p.m.



Whenever the machine indicates the „no milk” message, the DOP must refill the milk container immediately

How

1.

Check shelf life
2.

Check the carton: no damage, no leakage
3.

Open the milk module door with a key
4.

Check the temperate of the milk module, continue to refill if the temperature is between 3-5, otherwise contacts CSA immediately
5.

Pull out the milk container
6.

Open fresh milk with scissors
7.

Pour fresh milk into the container
8.

Push the milk container back to the milk module and lock the door

Update the refilling form (Annex 1)



Remaining control



Throw the remaining fresh milk away

The used images used are merely illustrative. The actual detail may differ based on the certain coffee machine.

Milk Container Cleaning



When



Each Friday after 5:00 p.m., every milk container should be emptied.

Control



Milk container disinfection record form (Annex 2)

Machine Cleaning



Please refer to specific coffee machine manual and proceed accordingly

How



1. Take out the milk container, dispose the remaining milk



2. Clean the milk container with warm water, use a brush if necessary



3. Place the container back into the milk module



4. Wipe it and let it dry

The used images used are merely illustrative. The actual detail may differ based on the certain coffee machine.

11. MAINTENANCE



e. Operational Procedure – Weekly Service – Coffee Beans Refill

Products Refill: Coffee Beans Handling



When



The hopper should be refilled at the minimum of 50% capacity.

Remaining Control



Fold the package with binder clips. Remaining coffee beans must be refilled next time. Remaining coffee beans cannot be stored less than 5 days.

How



1. Check shelf life



2. Check the package: no damage, no leakage



3. Open the bag



4. Open the lid of the bean hopper with the key



5. Pour the coffee beans steadily into the hopper



6. Put back the hopper lid and lock it



The used images used are merely illustrative. The actual detail may differ based on the certain coffee machine.

11. MAINTENANCE

f. Additional Operations Prior to 3+ More Days Off

These procedures are additional to daily operations and should be performed on the last work day before days off (formed by at least 3 consecutive days).

1 BEAN HOPPER

- Empty the bean hopper
- Dispose remaining beans

2 MILK CONTAINER

- Empty the milk container, dispose remaining milk
- Perform sanitization
- Dry the milk container with napkin and put it back into the milk module

3 SOLUBLE PRODUCTS

- Keep the rest of the canister, close and lock it

4 ACCESSORIES

- Keep all accessories at usual position/condition

5 MACHINE

- Coffee machine should be powered off
- Milk module should be powered off
- Digital payment system should be powered off
- Lights of the booth should be powered off

Bottled mineral water is preferred
Demineralized water is not acceptable
Nevertheless physicochemical indexes comply with below
Total hardness: 20-100 ppm(mg/L) pH: 6.8-7.5 pH TDS: 50 -150 ppm(mg/L)
Flow rate: min. 0.05 L/sec Pressure: 0.8-8 bar

Power supply

220V 16A
Power consumption at around 3500W

MATERIAL	BRAND	SPECIFICATION	QUANTITY	REQUIREMENT	REMARK
Bean	NESCAFÉ	1Kg/bag	6 bags	Mandatory	
Fresh milk	Nestle	1L/box	6 cartons	Mandatory	
Soluble product	Nestle	1Kg/bag	2 bags	Optional	

11. MAINTENANCE



h. Hygiene and Safety – Products Sourcing

MATERIAL	BRAND	SPECIFICATION	QUANTITY	REQUIREMENT	REMARK
Syrup	Monin	700ml/bottle	3bottles	Optional	Hazelnut/Vanilla/ Caramel
Syrup Holder	/	4x13x26.5cm	1	Optional	
Syrup Introduction	/	250X180mm	1	Optional	
Paper Cup	NESCAFÉ	4 oz.	2 sets	Optional	25/set
Paper Cup	NESCAFÉ	9 oz.	2 sets	Mandatory	50/set
Paper Cup	NESCAFÉ	12 oz.	40 sets	Optional	25/set
Cup Lid	/	9 oz.	2 sets	Mandatory	50/set
Cup Lid	/	12 oz.	20 sets	Optional	50/set
Cup Sleeve	/	/	6 bags	Optional	50 pieces/bag
Stirrer (wood)	(Designated)	14 cm	1 bag	Mandatory	500 stirrers/bag
Sugar	ProBlend	4g/bar	2 bags	Mandatory	500 bars/bag
Brown Sugar	NESCAFÉ	5g/bar	2 bags	Optional	50 bars/bag

11. MAINTENANCE

i. Hygiene and Safety – Products Warehousing and Distribution

The products for “Coffee Corner” must be sourced from NESTLÉ authorized channel and have all necessary documents to ensure the compliance.

PLEASE REFER TO TRADE ASSETS QUALITY GUIDELINE

WAREHOUSING

- Temperature: 5-25 °C
- Humidity: ≤60%
- Internal layouts:
 - Shall be designed, constructed and maintained to facilitate good hygiene supported by storage practices
 - Shall provide adequate space, with a logical flow of materials, products and personnel
 - A separate storage area should be set up for food storage, and food products should be moderately separated from other commodities to prevent contamination
 - Set up “pending area” for isolation from other normal food, and the disposal of unqualified food should be approved by NDP

DELIVERY

- TSO MUST select certified and authorized delivery company to handle products to be used for “Coffee Corner”
- TSO MUST ensure the proper frequency of deliveries to guarantee the sufficient products buffer stock at customer sites
- Vehicles must meet hygienic standards and must be regularly sanitized

PRINCIPAL

- First in, first out

11. MAINTENANCE

j. Additional Operations Prior to 3+ More Days Off

THESE PROCEDURES ARE ADDITIONAL TO DAILY OPERATIONS AND SHOULD BE PERFORMED ON THE LAST WORK DAY BEFORE THE DAYS OFF (FORMED BY AT LEAST 3 CONSECUTIVE DAYS).

1 BEAN HOPPER

- Empty the bean hopper
- Dispose remaining beans

2 MILK CONTAINER

- Empty the milk container, dispose remaining milk
- Perform sanitization
- Dry the milk container with napkin and put it back into the milk module

3 SOLUBLE PRODUCTS

- Keep the rest of the canister, close and lock it

4 ACCESSORIES

- All accessories keep at usual position/condition

5 MACHINE

- Coffee machine should be powered off
- Milk module should be powered off
- Digital payment system should be powered off
- Lights of the booth should be powered off



CUSTOMER VISIT

FREQUENCY AND TIMING:

- TSO customer visits according to visit plan that is approved by NDP



BUFFER STOCK & STORAGE CONTROL

Product Buffer Stock Control

Product	Minimum stock level	Remark
Coffee beans	2.5kg/machine	
Fresh Milk	35L/machine	
Paper Cup	4oz – 300 pcs, 9 oz: 500 pcs, 12 oz: 300 pcs / machine	With corresponding number of cup lids
Sugar	2bags/machine	50bars/bag
Stirrer	2bags/machine	500stirrers/bag
SolubleProduct	1pouch or 1 product/machine	



INVENTORY AND DELIVERY CONTROL

- TSO must keep safety stock in its warehouse, the stock level must be corresponding to actual consumptions
- The delivery frequency must satisfy the consumption at customer location(s)
- TSO must ensure the safety and condition of the products and accessories during delivery



BUFFER STOCK & STORAGE CONTROL

- TSO must provide operation training for DOP within the first week after installation
- The delivery frequency must satisfy the consumption at customer location(s)
- In case of necessary or requested by NDP, TSO must retrain DOP based on NESTLÉ SOP

12 | DIGITAL COMMUNICATION

12. DIGITAL COMMUNICATION

a. Social Media

NESCAFÉ has a strict policy regarding the use of the brand through social media channels – we are the only ones that can control own brand communication. Customers are not permitted to actively communicate NESCAFÉ via social media. The below guidelines must be followed.

FACEBOOK

- Our customers must not use Facebook to communicate NESCAFÉ.
- Posts on personal accounts should be personal and not suggest NESCAFÉ.

TWITTER

- Our customers must not use Twitter to communicate NESCAFÉ
- Tweets on personal accounts should be personal and not suggest NESCAFÉ.

LINKEDIN

1. Keep it personal

Posts on LinkedIn should always be made in the name of NESCAFÉ or customer employee and not in the name of the company. Local language should be used as well as the local website link.

2. Make it non-promotional

Posts from personal accounts should not have promotional character. Posts should not be an advertisement for the brand or speak on behalf of the brand. This doesn't mean you can't communicate your news but need to take a personal perspective on this. Keep in mind that these messages are delivered to personal accounts. If your posts are overly commercialized they will quickly lose credibility.

12. DIGITAL COMMUNICATION

a. Social Media

3. Don't spam

We don't want to spam social community with messages that lack newsworthiness. There's no need to standardize a schedule of messages each month – this forces us to find things to share. Messages should add value, communicate factually and motivate the reader to do / share something.

4. Add interesting links

We encourage using links to interesting information on NESCAFÉ Coffee Corners in articles, press releases, openings or promotions. This is how LinkedIn is used at its best and most credible.

5. Add images

Use at least one good image in your post. Images are associated with a greater number of LinkedIn shares / likes / comments and views.

6. Don't disclose sensitive business information

Posts must not make any reference to information that is confidential to NESCAFÉ, for example references to numbers of sites opened, pricing etc.

7. Timing

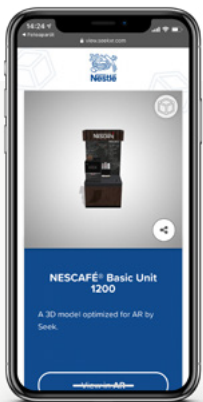
To increase the visibility of your posts, try to identify times that people are most likely to be active on LinkedIn. Avoid Monday mornings and Friday afternoon.

NESCAFÉ does not engage in any customer social media campaigns as we are unable to control our brand within this type of media.

12. DIGITAL COMMUNICATION



a. Augmented Reality App



1.

Scan the QR code and open the website on your phone



2.

Point to an empty space on the ground/floor & measure

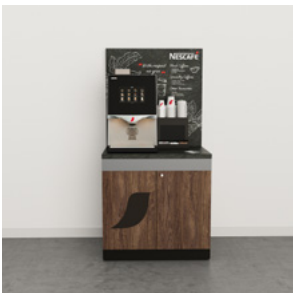


3.

Play with it, see different views 360° views & make a photo and share



COUNTER TOP 900



BASIC 900



BASIC 1200



OPTIMAL 1200



ISLAND 1200



PREMIUM 1800



PREMIUM 2400



THANK YOU