



## Selecta extends successful strategic partnership to wider Nestlé coffee brands portfolio

- *Selecta becomes pan-European distribution partner for Nestlé's premium coffee brands: Starbucks, Nescafé and Zoégas*
- *New five-year partnership agreement signed*
- *Builds on successful partnership between Nestlé and Selecta spanning five years and following Selecta's successful roll-out of Starbucks premium self-serve coffee concept across Europe*

**2 December, 2020, Switzerland:** Selecta Group is delighted to announce that it has extended its successful strategic partnership agreement to distribute Nestlé's premium coffee brands: Starbucks, Nescafé and Zoégas.

Over the last seven years Selecta has successfully rolled out the Starbucks 'We Proudly Serve' program across its 14 markets in Europe. Through its extensive network and experience in premium self-serve retail solutions, Selecta has brought the authentic Starbucks Experience and a range of premium beverages to more than 2,400 points of sale across workplaces, hospitals, universities, petrol stations, cinemas and convenience retail stores, serving more than 35 million Starbucks coffee beverages every year.

Nestlé and Selecta now enter into a new, exciting era of working together after signing a new five-year partnership agreement, whereby Selecta becomes pan European distribution partner for Nestlé's coffee brands Nescafé and Zoégas, in addition to Starbucks, further extending its premium coffee offer and partnership with Nestlé.

**Christian Schmitz, Chief Executive Officer of Selecta Group,** commented: "We are committed to delivering great-tasting, premium, quality coffee products to consumers across Europe, and this exciting partnership extension agreement with Nestlé is testament to our expertise in this area. We look forward to building on the success of the Starbucks 'We Proudly Serve' premium self-serve coffee program across our European markets and are excited to add Nestlé's Nescafé and Zoégas products to our stable of premium brands.

"The on the go coffee market has enjoyed tremendous growth over the last few years, and we have been at the forefront of self-serve innovation for consumers to enjoy great-tasting, high-quality products either on the go or in the workplace. Now, more than ever, we can bring even more moments of joy and happiness to our clients. We look forward to continuing to work with Nestlé to further grow our presence in Europe's premium self-serve coffee market."

**Vincent de Clippele, Head of Nestlé Professional Zone EMENA,** commented: "We are excited at the extension of our successful Starbucks 'We Proudly Serve' European partnership with Selecta to now also include our Nescafé and Zoégas Brands. Selecta's strength in Workplace and On the Go will help drive greater accessibility and reach to consumers of Nestlé's coffee brands in Out of Home."

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### **About Selecta Group**

Headquartered in Switzerland since 1957, Selecta is Europe's leading route-based unattended self-service retailer, providing coffee and convenience food solutions in the workplace and in public spaces. The excellence of Selecta's route-based operations has been recognised with multiple industry awards. For more information, please visit [www.selecta.com](http://www.selecta.com)