

## INVESTOR INFORMATION | Press Releases

# BURGER KING® Restaurants Launch Specialty Coffees with NESCAFÉ® MILANO by Nestlé Professional

***BURGER KING® Restaurants Meet Growing Demand for Specialty Coffee in Latin America and the Caribbean by Announcing a New Partnership***

MIAMI--(BUSINESS WIRE)--Oct. 18, 2012-- The consumption of specialty coffee is growing by 20 percent year-over-year and approximately 25 coffee shops are opening every day around the world, serving high volumes of coffee beverages at premium prices. In no other region is the growth in demand for these specialty coffee drinks more prevalent than Latin America and the Caribbean, where coffee consumption is both a daily and a cultural ritual. In its ongoing commitment to listen to guests and meeting their demands, Burger King Worldwide has selected *Nestlé Professional* as the preferred supplier for its new specialty coffee menu items in the Latin America and Caribbean region, which will feature the new NESCAFÉ® MILANO system.

On average, 542 cups of coffee are consumed per person in Brazil each year, with 35 percent of those cups consumed out-of-home. Similar percentages are seen in other Latin America markets with Mexico reporting a 36 percent out-of-home consumption rate and a 46 percent rate in Panama.

"Specialty coffee is a huge area of growth for BURGER KING® restaurants and a major focus for our brand in Latin America and the Caribbean," says Jose R. Costa, vice president marketing for Latin America/Caribbean Region, Burger King Worldwide. "*Nestlé Professional* is a global brand with similar values to our own and we believe this partnership will continue to give our guests more of what they want - great tasting, high quality menu items at a great price."

The addition of the new, specialty coffees that the NESCAFÉ® MILANO solution can deliver is another milestone for the BURGER KING® brand. NESCAFÉ® MILANO is an entirely new platform from *Nestlé Professional*. The new technology has the ability to create a wide range of coffee products from a simple espresso to a complicated moccachino or latte in seconds at the push of a button.

"We are more than just coffee, we are a 360° solution for the introduction of specialty coffees at BURGER KING® restaurants," says Michiel Kernkamp, head of global branded beverages *Nestlé Professional*. "In today's competitive world we embrace constant innovation and our new NESCAFÉ® MILANO solution will solve complex problems including operational issues, costs, cup quality and time reduction."

The new NESCAFÉ® MILANO products at BURGER KING® restaurants will include Cappuccinos, Lattes, Mochaccinos and Espressos just to mention a few and will launch in restaurants across the region later this year. For further details on the product launches in specific markets including retail prices visit [www.bk.com](http://www.bk.com).

### ABOUT BURGER KING WORLDWIDE

Founded in 1954, BURGER KING® (NYSE: BKW) is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates in over 12,600 locations serving over 11 million guests daily in 86 countries and territories worldwide. Approximately 94 percent of BURGER KING® restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. To learn more about Burger King Worldwide, please visit the company's website at [www.bk.com](http://www.bk.com) or follow us on [Facebook](#) and [Twitter](#).

### ABOUT NESTLE PROFESSIONAL

The foodservice business of the Nestlé group was established in 1976. To meet the changing needs and progress of the Out-of-Home industry as well as those of its consumers, Nestlé created *Nestlé Professional* in 2008, a Globally Managed Business for the Group, specialized in providing operators and customers with creative food and beverage solutions.

Globally, *Nestlé Professional* is now present in more than 90 countries - with over 10,000 employees. *Nestlé Professional* sources from 171 Nestlé factories worldwide and operates 15 dedicated food service factories, a number of specialist culinary centers, and a Beverage Centre located in Switzerland.

NESCAFÉ® Milano is a complete specialty beverage solution. It is both easy to implement and offers all-around simplicity, from no-waste and no-mess ingredients to push-button operation. The solution offers a wide range of premium beverages including Capuccinos, Lattes, Mochacchinos, and Espressos.

For more information:

[www.nestleprofessional.com](http://www.nestleprofessional.com)

[www.nescafe-milano.com](http://www.nescafe-milano.com)

Source: Burger King Worldwide

Hill+Knowlton Strategies

Louise Frosell, +1-305-443-5454

[louise.frosell@hkstrategies.com](mailto:louise.frosell@hkstrategies.com)

Last Update on October 18, 2012