

Cannes Film Festival Receives another Taste of Nespresso Gastronomy with the Exclusive “Plage Nespresso”

Nespresso Continues its Support of Talent in its 8th Consecutive Year as an Official Partner of the Cannes Film Festival

Brussels 12th May, 2015 – Nespresso is proud to support extraordinary talent in the film and gastronomy industries, as the brand continues its exclusive role as Official Partner of the renowned Cannes Film Festival. This will be the eighth consecutive year of partnership with the Festival. Nespresso will also be supporting for the fifth consecutive year the “Grand Prix Nespresso” that will be announced by “La Semaine de la Critique”. This highly prestigious award is awarded to the director of the best debut film. The influential “Semaine” has a reputation for uncovering director talent and its international jury has previously discovered leading names including Jeff Nichols for “Take Shelter” in 2011 and Myroslav Slaboshpytskiy for “The Tribe” last year.

“The Cannes Film Festival is incredibly important to Nespresso, as it strongly aligns with our commitment to support creative talent,” said Stéphane Detaille, Sponsoring & Publishing Manager of Nestlé Nespresso S.A. “High quality coffee, gastronomy and design are at the core of Nespresso, and award-winning cinema sets the perfect stage.”

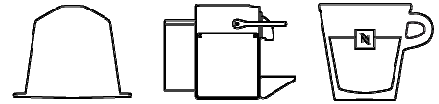
Bringing further attention to emerging, talented chefs, Nespresso will once again open its elegant, designed beach, the “Plage Nespresso,” which has developed a reputation as one of the Festival’s most stylish and sought-after locations for dining and relaxing. On select evenings, the “Plage Nespresso” will host an exclusive dinner series entitled, “Les Chefs font leur cinéma”, for 60 privileged guests. The gastronomic experience will not only be inspired by Nespresso Grands Crus, but also by legendary films presented at Cannes in the past. The program for “Les Chefs font leur cinéma” is as follows:

- 14th to 16th May Yves Camdeborde & Sous le Soleil de Satan (Under the Sun of Satan), by Maurice Pialat, awarded Palme d’Or in 1987
- 19th to 20th May Christophe Dufau & Le Monde du Silence (The Silent World), by Jacques-Yves Cousteau and Louis Malle, awarded Palme d’Or in 1956
- 22nd & 23rd May Florent Ladeyn & Les Quatre Cents Coups (The 400 Blows), by François Truffaut, awarded Best Director Award in 1959

Film festival stars and guests alike will have access to their favourite Grands Crus and have the opportunity to sip and savor two dedicated cocktails using the newest Nespresso Limited Edition Grand Cru, Perú Secreto, which launches that week. There will be 220 Nespresso machines on site serving Grands Crus to coffee-loving festival guests.

Now in its 68th year, the Cannes Film Festival runs from May 13th to 24th and is world renowned for its coveted awards and the outstanding talent it draws.

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Note to Editors

All accredited journalists at Cannes will have access to the Plage *Nespresso* where they can enjoy *Nespresso* Grand Cru coffees at their leisure.

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About Nestlé Nespresso S.A.

Nestlé Nespresso SA is the pioneer and reference for highest-quality portioned premium coffee. Headquartered in Lausanne, Switzerland, *Nespresso* operates in almost 62 countries and has more than 10,500 employees. In 2014, it operated a global retail network of over 400 exclusive boutiques. For more information, visit the Nestlé Nespresso corporate website: www.nestle-nespresso.com.