

NESCAFÉ DOLCE GUSTO BY KRUPS CROWNED BEST NEW PRODUCT IN CANADA 17th Annual Canadian Grand Prix New Products Award™

Montreal, June 3rd 2010 – On May 31st, the Canadian Council of Grocery Distributors management team of the Canadian Grand Prix New Products Awards™ recognized **Nescafé Dolce Gusto's** innovation and originality, and awarded it the top prize as winner of the 2009 Grand Prix New Products Award in the General Merchandise category.

Nescafé Dolce Gusto was carefully tested and evaluated by 32 jury members comprised of consumers, food editors and media, dieticians, CCGD distributor members and other food related experts. The evaluation process was held at the Institut de Tourisme et D'hôtellerie du Québec (ITHQ) in February 2010. Products were evaluated by the jury based on selected criteria including: innovation, packaging and design, labeling, pricing, taste and nutritional value, and overall benefits to the consumer.

The Canadian Grand Prix New Product Awards™ is a CCGD consumer-focused annual awards program, which celebrates advancement and excellence in new food distribution industry products in order to further encourage manufacturer innovation and to provide continued value to consumers.



NESCAFÉ DOLCE GUSTO CIRCOLO BY KRUPS

Available in September 2010

Price: \$179

The brand new NESCAFÉ DOLCE GUSTO CIRCOLO will be launched in Canada in **September** and will be available in selected kitchen supply stores and specialized boutiques as well as The Bay and Déco-Découverte, at a suggested retail price of **\$179**.

ABOUT NESTLÉ CANADA

Backed by more than a century of research and experience, Nestlé Canada's vision is to be the most trusted and respected food and nutrition company in Canada, bringing Good Food, Good Life to Canadians. Nestlé in Canada manufactures some of the world's most recognized and trusted brands, including NESTLÉ PROFESSIONAL, STOUFFER'S, LEAN CUISINE, NESQUIK, NESTLÉ GOOD START, POWERBAR, HÄAGEN-DAZS and KIT KAT, NESCAFÉ, NESTLÉ PURE LIFE, NESTLÉ DRUMSTICK and Nestlé Purina BENEFUL. Nestlé in Canada employs approximately 3,500 people in more than 20 manufacturing sites, sales offices and distribution centres across the country.

ABOUT KRUPS

KRUPS blends passion, precision and perfection to create a remarkable collection of small kitchen appliances that balance flawless performance with standard-setting design. In Canada, KRUPS products are available at leading kitchen and gourmet stores nationwide as well as at Home Outfitters/Déco-Découverte. To learn more, visit www.krups.ca.

For photos, samples, interviews or information, please contact:

