

NESCAFÉ® presents first cardboard bottles of Cappuccino and Mocha

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NESCAFÉ® is launching its first paper-based bottles with the renewal of its Nescafé® Cappuccino and Nescafé® Mocha products, continuing its sustainable packaging transformation. 95 per cent of the total packaging material in this new pack is made of paper, which translates into a considerable reduction in the use of plastic.

Compared to the previous packaging, this change represents a reduction of 4.6 tons of plastic, considering the annual volume. This new development aligns with the brand's sustainability strategy of creating increasingly responsible solutions for the planet. This new packaging can be recycled using the blue recycling bin and its lid in the yellow recycling bin.

“These new packaging are a necessary step in our commitment to sustainability. Made from 95 per cent paper, they allow us to allow our consumers to contribute to more responsible consumption. We believe that every step we take can make a difference. We are working on more sustainable solutions for the Nescafé® brand, while always maintaining the taste of coffee that our consumers love,” says Carmo Grangeio, Brand Manager at Nescafé®.

In terms of sustainability, the brand has reaffirmed its commitment by ensuring that 100 per cent of the packaging in its portfolio is recyclable. In addition, it encourages the reuse of glass bottles through refill packaging, which uses 97 per cent less packaging material than these same bottles.

These two drinks, Nescafé® Cappuccino and Nescafé® Mocha, which are featured in the brand's first paper jars, belong to the speciality range, which corresponds to the most indulgent products in its portfolio, inspired by coffee shop drinks, but with the convenience of being prepared at home. They are coffee-based drinks, some of them with milk and/or chocolate, such as Galão, Caramel Latte, or Decaf Cappuccino.