

Nestlé's Iced Coffee innovation set to brew over 100 Mn Swiss francs

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In a bold move to redefine the home coffee experience, Nescafé has unveiled a game-changing innovation set to generate over 100 million Swiss francs in projected global annual sales: the Nescafé Espresso Concentrate. Developed through Nestlé's cutting-edge Coffee R&D Accelerator, this breakthrough product empowers consumers to easily recreate café-style iced coffee beverages from the comfort of their kitchens, no barista or expensive equipment required.

Cold coffee is no longer a fleeting trend. From bustling cafés to social media feeds, it's become a lifestyle choice, especially among Gen Z and millennials, who now opt for cold variants in one out of every three out-of-home coffee orders. These digitally savvy, customisation-driven consumers are seeking to bring the same creativity and quality they see in cafés into their daily routines at home.

Nescafé's innovation journey began with a question: What if we could reinvent how people make coffee at home, especially cold coffee? This vision quickly gained traction in Nestlé's global Coffee R&D Accelerator, where scientists, entrepreneurs, and coffee aficionados joined forces to reimagine the iced coffee experience.

The result is Nescafé Espresso Concentrate: a versatile, no-fuss solution that lets users pour a perfectly measured shot and mix it with their choice of milk, water, or flavours. Whether it's an iced latte, a creamy mocha, or a refreshing coffee tonic, the possibilities are endless and all at a fraction of the cost of a café order.

Extensive consumer testing helped refine the final product, with ongoing feedback shaping everything from flavour profiles to packaging. The reception has been overwhelmingly positive, signalling a strong market demand for accessible, high-quality cold coffee at home.

As Nestlé continues to lead coffee innovation on the global stage, the Nescafé Espresso Concentrate exemplifies the brand's commitment to meeting evolving consumer needs, with taste, creativity, and convenience at the heart of every cup.