

Nestl  launches Nescaf  Espresso Concentrate production line in Malaysia

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To meet the growing demand for cold coffee throughout Asia, Nestl  is increasing the supply of its Nescaf  Espresso Concentrate with a new state-of-the-art production line at its Sri Muda factory in Malaysia, its first coffee concentrate production line in Asia.

"This investment reflects our ambition to become a leader in the rapidly expanding cold coffee segment, especially among younger consumers, who are looking for premium, caf -style experiences, both at home and on the go," stated Axel Touzet, Head of Nestl 's Strategic Coffee Business Unit. "This factory is perfectly positioned to meet the increasing demand for Nescaf  Espresso Concentrate in Asia."

The new production line will serve both domestic and international demand, including in Singapore, Oceania and the MENA region, with potential plans to export into Europe in the future. An important market in Nestl 's regional supply network, Malaysia is centrally located in Asia, meaning it is close to coffee sourcing locations and can enable faster regional distribution. The teams operating the Sri Muda factory have extensive expertise in liquid manufacturing. Renowned brands, such as Milo and Nescaf , are also produced at this Nestl  facility.

This milestone reflects Nestl 's long-term commitment to growing in Malaysia, where the company has invested approximately CHF 290 million in the past five years. Looking ahead, Nestl  plans to invest about CHF 150 million in the country by 2028 to further enhance its manufacturing capabilities, digital infrastructure and innovation capacity.