

Nescafé® Dolce Gusto NEO® makes Asian debut in Japan and Korea

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Nescafé® Dolce Gusto is bringing NEO, its next-generation coffee system, to Asia for the first time. Japan and Korea will be the first markets in the region to roll out this innovative coffee system, which combines cutting-edge technology with a new range of home-compostable, paper-based pods, ensuring no compromise on taste and quality.

The NEO coffee system, one of Nestlé's big bets, includes SmartBrew proprietary technology that combines three different brewing methods. This allows consumers to enjoy high-quality espressos, coffee-shop-like americanos and drip-style coffees, a total of seven different coffees, all from one single machine, at the touch of a button. The system automatically recognises the pod through a code, adapting the brewing method to each selected coffee. Additionally, consumers can connect the machine to their smartphones, enabling personalised coffee preparation from a distance.

Nicolas Huillet, Global Head of Nescafé® Dolce Gusto, said: "The launch of Nescafé® Dolce Gusto NEO in Japan and Korea is an opportunity to expand our business while continuing to attract and delight more coffee enthusiasts. This launch will invigorate the brand in these markets, draw in coffee lovers, and create new growth opportunities."

Nescafé® Dolce Gusto was the pioneer in establishing the portioned coffee system category in Japan and is currently the market leader in this segment. The NEO system will be the first to introduce home-compostable pods to the Japanese market. In Korea, the portioned coffee market is growing and is estimated to be worth over CHF 200 million. The Nescafé® Dolce Gusto system is ideally positioned to capture the growing trend of at-home cafés in these two markets.