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NestlÃ© Opens Deep Tech Center in Switzerland to Accelerate AI-Driven Innovation

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Nestlé inaugurated its Deep Tech Center in Orbe, Switzerland, where experts in advanced technologies and engineering will develop, test and scale applications across the company. The Center will help Nestlé draw on consumer insights, accelerate innovation, deliver superior quality for consumers and run more efficient operations.

"Innovation at Nestlé starts with the consumer," said Philipp Navratil, CEO of Nestlé. "For us, technology is an enabler. It helps us understand consumers better, deliver superior quality, drive smart innovation and run more efficient operations. Ultimately, this supports our growth. Technology will change. Our starting point will always be the consumer."

The Center's work spans consumer experiences, R&D and manufacturing. Connected technologies can enable more personalized experiences, from customized coffee menus to insights that help pet owners support their pets' health and nutrition. In research and development, AI, sensors and rapid prototyping help teams develop and test ideas faster. In manufacturing, sensors and robotics will help maintain consistent quality, improve efficiency and take over routine or physically demanding tasks, freeing people to focus on work where their expertise and creativity matter most.

"Advanced engineering technologies developed together with leading tech partners enable us to respond faster to evolving consumer and business needs and to deliver superior quality at competitive costs," said Stefan Palzer, Chief Technology Officer at Nestlé. "At our new Deep Tech Center, we are combining smart sensors, AI and intelligent robotics to turn high-quality data from our labs and manufacturing lines into insights and applications. Over time, these new capabilities will transform how we innovate and manufacture, and AI-powered solutions will help us deliver personalized nutrition at scale."