



# Consumers love Coffee Mate as it allows them to transform their coffee into the perfect cup



Coffee Mate upgrades people's coffee cup into a "luxurious experience"

I use this in Nescafe original coffee to convert it into a luxurious experience



"Always buy it! Knocks the socks off milk, and early morning coffee is my daily treat!"

"Use this to upgrade your coffee. It makes it much more creamy and tasteful. Literally cannot fathom a cup of coffee without this!"



New shoppers are more likely to buy into the whitener category via Coffee mate



- Coffee Mate is more universally appealing than the rest of Coffee Whiteners.
- Shoppers entering the category via Coffee Mate are more likely to be younger.

Consumers are highly brand loyal

# 50%

Of whiteners shoppers will ONLY buy the Coffee Mate Brand

# Our shoppers are becoming increasingly aware of the environmental impact



OVER  
1/2

of UK food & drink shoppers are now ACTIVELY CHOOSING brands that have ENVIRONMENTALLY SUSTAINABLE practices & values.

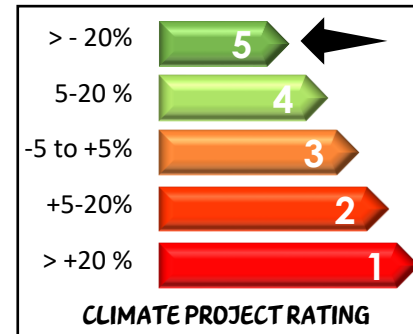
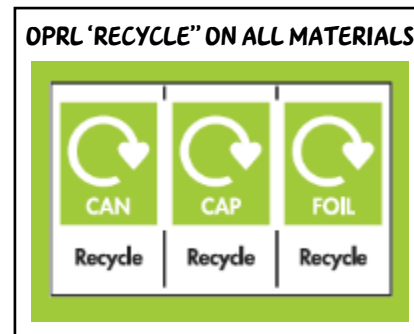
This is the highest of any consumer good category.



# Introducing a NEW OPRL 'recyclable' pack



- Each component is "RECYCLE" with OPRL and can be recycled with other paper/carton and board in existing waste stream.
- Reducing carbon emissions by -42%\*
- 95% paper and can is made from recycled board
- Roll out across all formats August 2022



**-42%\***

EMISSIONS CHANGE PER SERVING  
FOR PACKAGING CHANGES (500G CAN  
ONLY)

**-1'356 TONNES ESTIMATED OF  
CO2E FOR BEVERAGES FOR 2021 \*\***



# Introducing a NEW OPRL 'recyclable' Coffee Mate pack



# 1042 T

OF MATERIAL NOW  
DESIGNED FOR  
RECYCLING



# 104T

REDUCTION PER ANNUM  
OF PLASTIC



# -1'356

TONNES ESTIMATED OF  
CO2E \*\*

**-42%\* CHANGE**  
PER SERVING (500G CAN)

# A new streamlined range



Each format playing a key role:

180g



Convience purchase

Low price entry point

450g



Families - younger shopper

Slightly more affluent

800g



Drives trade up for loyalist

Less affluent, older shoppers

Light - 450g



Aimed at health /diet conscious shoppers

Only 5% of Coffee Mate customers purchased both Original and Light SKUs

# Support needed ahead of the launch.



- Line codes live and plannable. Old packs will be discontinued and is Nestlé hard change. Dispatch week 35. In store week 36-38.
- Be aware of bulk deals/overbuying as this could lead to shortage for customers who are switching at a later date. Open communication is key!

		Old	PLP	PLP/kg		New	PLP	PLP/kg	Change, %
Weight change / W35	12393046	COFFEE-MATE Original 6x1kg N4 GB	£ 21.62	£ 3.60	12494279	COFFEE-MATE Original 6x800g GB	£ 21.31	£ 4.44	23.2%
Weight change / W35	12393043	COFFEE-MATE Original 6x500g N1 GB	£ 11.78	£ 3.93	12516187	COFFEE-MATE Original 6x450g GB	£ 12.90	£ 4.78	21.7%
Weight change / W35	12393047	COFFEE-MATE 6x500g PR EUROPALLET	£ 11.78	£ 3.93	12516189	COFFEE-MATE 6x450g PR EUROPALLET	£ 12.90	£ 4.78	21.7%
Weight change / W35	12393029	COFFEE-MATE Light 6x500g N1 GB	£ 11.78	£ 3.93	12516188	COFFEE-MATE Light 6x450g GB	£ 12.90	£ 4.78	21.7%
Weight change / W35	12393044	COFFEE-MATE Original 10x200g N4 GB	£ 11.96	£ 5.98	12516501	COFFEE-MATE Original 10x180g N3 GB	£ 13.10	£ 7.28	21.7%
Delisted	12393045	COFFEE-MATE Original 10x180g N1 GB	£ 10.35	£ 5.75					