



## **GEORGE CLOONEY SETS OFF ON AN EPIC JOURNEY TO EXPERIENCE A CUP ABOVE IN NEWEST NESPRESSO CAMPAIGN, “COMIN’ HOME”**

Clooney Seen in Some of Hollywood’s Most Iconic Movies Including *The Muppet Movie*, *Psycho* and *Easy Rider* to Showcase Just How Far He Will Go for Nespresso

**NEW YORK, NY – April 26, 2017** – George Clooney — American actor, screenwriter, producer and director— stars in Nespresso’s new advertising campaign “Comin’ Home,” his second as U.S. Brand Ambassador. Nespresso, the worldwide pioneer and reference in premium, single-serve coffee, extends its premiere 2015 campaign with Clooney and introduces a fresh iteration inspired by iconic Hollywood films. Set to Mel Torme’s celebrated version of “Comin’ Home, Baby,” Clooney can be seen on the road and alongside legendary characters in scenes from some of America’s most memorable movies on a quest for quality coffee. He is joined in the new campaign by friend, fellow actor, and director Andy Garcia. The advertising campaign will activate in the U.S. and Canada across television, digital, dedicated web films, social media and on the existing microsite.

### **CONTINUING A VALUED PARTNERSHIP**

Nespresso’s growth in the U.S. has continued, as the company appeals to coffee lovers looking to upgrade their coffee experience. As Nespresso’s U.S. Brand Ambassador and as part of his long term relationship with the brand globally, Clooney helps to support this focus on growth by highlighting Nespresso’s heritage of quality coffee and innovative design, leading sustainability and recycling initiatives, and superior customer service. He remains an active member of the Nespresso Sustainability Advisory Board, for which he collaborates on ideas and solutions towards improving the lives and futures of coffee farmers around the world.

“After the success and positive response to our first U.S. brand campaign with George Clooney, we are excited to launch our newest approach with our dedicated brand ambassador,” said Guillaume Le Cunff, President, Nespresso USA. “George Clooney has been a wonderful partner for many years, in the U.S. and globally, bringing the Nespresso brand essence to life in many ways – certainly through his entertaining advertisements but also through his work with the Nespresso Sustainability Advisory Board, championing our commitment to farmers and providing high quality, sustainable coffee to coffee lovers around the world.”

### **CLOONEY DRAMATIZES HOW FAR HE’LL GO FOR COFFEE THAT’S A CUP ABOVE**

The 30- and 60-second television ads take Clooney on a road-trip to get to a taste of his beloved Nespresso coffee. Both open with Andy Garcia, playing himself, relaxing poolside in Los Angeles sipping a freshly-brewed coffee from his Nespresso VertuoPlus machine. He is talking on the phone with his friend Clooney, who is in a bit of a different situation – on location for a shoot in the pouring rain. As Garcia savors his Nespresso, Clooney is faced with a generic, sub-par coffee pot on-set. Envy sets in and George sets home to a Nespresso Boutique and his own cup of Nespresso Vertuo™ coffee.

On the road, Clooney finds himself in a real-life montage of Hollywood’s most famous travel scenes – getting a lift with Kermit the Frog and Fozzie Bear in *The Muppet Movie*, on the back of the *Easy Rider* chopper, and even riding shotgun with Burt Reynolds in *Smokey and the Bandit*. *Seabiscuit* takes the last leg and brings him home to the front door of the Nespresso Boutique in Beverly Hills. After a long and entertaining tour, Clooney finally enjoys a cup of high quality Nespresso coffee.

“I’ve been on a journey with Nespresso over the last 12 years and this campaign has been one of the most fun and imaginative to date – I love classic Hollywood and a cameo appearance in these famous movies has been one of my favorite roles,” said George Clooney. “My work with Nespresso has become



something of a passion and reaches far beyond advertisements. First and foremost, I love the product. Second, I really love what they stand for. We have a shared commitment to further sustainable global coffee farming practices in order to support farmers and their families, and protect the environment while delivering a high quality, great cup of coffee.”

#### **A SHARED COMMITMENT THAT GOES BEYOND THE ORDINARY**

*Nespresso* is committed to ensuring a positive impact on the environment, farmers, consumers and society at large. This promise is brought to life by a 60-second web film in which Clooney speaks to how *Nespresso's* work is rooted in sustainability, highlighting the *Nespresso AAA Sustainable Quality™* Program, which results in a quality cup of coffee unlike any other. Product shots of the newest machine, *VertuoPlus*, which brews both large-cup coffee and espresso, are also featured throughout. By choosing a cup above, coffee lovers choose quality made sustainably.

Clooney is a strong supporter of *Nespresso* because its capsules are packaged in aluminum, a material that preserves the quality and freshness of the coffee, and can be recycled over and over again. He demonstrates the importance and ease of recycling with Garcia in a 15-second online video, where Clooney brings his bag of used capsules into the *Nespresso* Beverly Hills Boutique and patiently waits his turn, behind Garcia, to drop them off.

Viewers too are encouraged to “bring ‘em home, baby,” a playful nod to the campaign theme. *Nespresso* is committed to make recycling as easy as possible for consumers. To allow individuals to conveniently recycle their capsules, *Nespresso* offers pre-paid recycling bags for consumers in 48 states to mail back used capsules to be recycled. Consumers can bring their bag filled with *Nespresso* used capsules to one of the 88,000 UPS drop off locations or to any UPS driver. Consumers can also recycle used capsules at over 500 collection points at *Nespresso* Boutiques across the country and at drop-off locations at select retail partners.

For more information on the campaign and its various elements, please visit [www.acupabove.com](http://www.acupabove.com) on April, 26 2017.

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#### **About Nestlé Nespresso SA**

Nestlé Nespresso SA is the pioneer and reference for highest-quality portioned coffee. The company works with more than 70,000 farmers in 12 countries through its AAA Sustainable Quality™ Program to embed sustainability practices on farms and the surrounding landscapes. Launched in 2003 in



collaboration with The Rainforest Alliance, the program helps to improve the yield and quality of harvests, ensuring a sustainable supply of high quality coffee and improving livelihoods of farmers and their communities.

Headquartered in Lausanne, Switzerland, *Nespresso* operates in 69 countries and has more than 12,000 employees. In 2016, it operated a global retail network of more than 600 boutiques. For more information, visit the *Nespresso* corporate website: [www.nestle-nespresso.com](http://www.nestle-nespresso.com).