

**ARISE, KNIGHT GEORGE! GEORGE CLOONEY AND NATALIE DORMER STAR IN LATEST NESPRESSO CAMPAIGN, 'THE QUEST'; AN EPIC JOURNEY TO FIND THE MOST EXCEPTIONAL COFFEE IN THE KINGDOM**

*The latest Nespresso campaign shines a light on the true heroes behind some of the highest quality coffee*

**New York, New York – October 17, 2018** – Premiering on screens around the world today, George Clooney returns in his latest installment as a **Nespresso** brand ambassador, as he's never been seen before. 'The Quest' sees George Clooney suited up in armor, majestically saving a medieval kingdom before hitting the streets of New York City on a quest to find his heart's desire, the kingdom's most exceptional coffee. Co-starring in the epic adventure is one of the silver screen's most famous queens, Natalie Dormer, and the two feature in the largest global **Nespresso** campaign to date, launching in more than 30 countries.

#### **A KNIGHT'S REWARD**

'The Quest' is inspired by **Nespresso's** own tireless pursuit of excellence in delivering exceptional coffee experiences. The 60-second TV commercial, backed by Peter Gabriel's 'Solsbury Hill', is set in a medieval castle and George plays an honorable knight to a formidable queen. After slaying a dragon to save the Queen's kingdom, George is offered a reward, which sets him off on a quest to find something he truly desires. His pursuit takes him from a medieval court to a movie theatre and on a double decker bus, proving he will stop at nothing to find his beloved **Nespresso**.

"I've been working with **Nespresso** for many years and I'm thrilled to be back on set. This time I get to work with the very talented Natalie Dormer and live out my fantasy of playing the role of a medieval knight," said George Clooney.

#### **A WORTHY QUEEN**

This year, Natalie Dormer co-stars in the campaign, and plays a fitting character given her previous regal screen roles. Natalie unsurprisingly perfects the part of an exacting queen and as a self-proclaimed **Nespresso** aficionado; she was perfectly suited to feature alongside George.

"I'm a big **Nespresso** fan, and my family thinks it is very apt I am doing this commercial. Working with George Clooney - what a dream come true! He is such a joy and he's so funny. I've been enjoying his work for years, so finally getting to meet and work with him was fantastic," Natalie Dormer said of working on 'The Quest'.

## A PARTNERSHIP FORGED IN SUSTAINABILITY

Having worked with **Nespresso** since 2006, George Clooney is now synonymous with the brand and his passion for sustainability makes him a true partner. His continued support highlights **Nespresso's** dedication to sustainability, recycling and commitment to high quality coffee. George sets an example for what it means to defy category standards in his determination to give positive support on global issues and champion sustainability, a mission that mirrors that of **Nespresso**. The company is steadfast in its work to make recycling accessible and encourage participation in its recycling program, largely supported by George Clooney, who said, "Younger generations are now very invested in recycling, and as a whole, we are much more aware of our consumption. It's important for companies to drive innovation to safeguard our planet's future. **Nespresso** has really made it as easy as possible to recycle and I'm very happy and very proud to work for the company because of that."

## QUEST FOR EXCELLENCE

This desire for excellence is what unites **Nespresso**; the instrumental people in the coffee value chain; George Clooney; and **Nespresso** coffee lovers, and it is this commitment which inspired the campaign. The campaign features a number of assets, including a 30-sec film entitled 'Really, George?' starring many of the people responsible for the vital work at every stage of the coffee growing process, from an agronomist and coffee farmer through to a country manager from Technoserve and **Nespresso** coffee experts. George Clooney explained: "My work with **Nespresso** goes beyond the new campaign. We share a commitment to sustainability and supporting the livelihoods of farmers and their families, as without them, we wouldn't have this great coffee. Starring alongside them in the campaign is a real honor."

Each individual's story and personal quest can be discovered via a host of fascinating interviews available on the **Nespresso** website and social channels

"The Quest' is about going above and beyond for the ultimate coffee experience, and is inspired by the work **Nespresso** does to ensure highest quality, sustainable coffee," said Alfonso Gonzalez, **Nespresso** Global Chief Marketing Officer. "By drawing on extended content, this is the first campaign where George interacts with some of the key people who make **Nespresso** the extraordinary coffee that it is, at all stages of the **Nespresso** process – from those growing coffee or quality testing to those sharing their expertise in our Boutiques. We strive to always deliver the best, and it is these people who make it all possible."

The latest **Nespresso** campaign will launch globally on October 17<sup>th</sup> 2018 across television, digital, print, social media, **Nespresso** Boutiques, out-of-home and on the existing website.

For more information on the campaign please visit [Nespresso.com](http://Nespresso.com) on October 17, 2018.

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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 75,000 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 76 countries and has 13,500 employees. In 2017, it operated a global retail network of more than 700 boutiques. For more information, visit the Nespresso corporate website: [www.nestle-nespresso.com](http://www.nestle-nespresso.com).