

THE COMPETITION - HOW DO WE STACK UP AGAINST OUR COMPETITORS?

- Advantages over Keurig: Nescafé Dolce Gusto makes milk-based beverages and froth, 15-bars of pressure over 2 or 3 bars is the key to specialty beverages
- Advantages over Tassimo: NDG uses 100% Arabica coffee beans, 15-bars of pressure

PRICING STRATEGY

- Piccolo - \$99.99
- Circolo - \$149.99
- Capsule Box - \$8.99
 - \$1.12 for a white cup
 - \$0.56 for a black cup



WHAT'S INCLUDED?

Piccolo: 6-pack variety capsule box, free capsule offer

Circolo: 12-pack variety capsule box, free capsule offer

CLOSING

- Make things exciting for customers!
- YOUR attitude is important.
- You are the face of Nescafé Dolce Gusto now! Represent well!

For more information visit us at:
www.Dolce-Gusto.us

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NESCAFÉ[®] DOLCE GUSTO[®] BED BATH & BEYOND DEMONSTRATOR TRAINING





WHAT IS NESCAFÉ DOLCE GUSTO?

- A single-serve total beverage system offering coffeehouse quality beverages from layered lattes, to deep espressos and rich black coffees
- Winner of the 2010 International Design Award in Europe (Circolo™)
- A fun and playful machine that allows customers to enjoy customized coffeehouse quality beverages at a fraction of the cost

WHAT SEPARATES NESCAFÉ DOLCE GUSTO FROM THE COMPETITION?

- 15-bar pressure system comparable to professional coffeehouse machines
- Coffeehouse quality and variety
- Easy to use
- Looks great



BEVERAGES SOLD AT BED BATH & BEYOND

One-Capsule Beverages:

- House Blend/Caffè Americano - *Smooth & mild*
- Espresso - *A shot of 100% Arabica coffee*
- Caffè Lungo - *Full-bodied coffee*
- Caffè Lungo Decaffeinato - *Decaf Caffè Lungo*

Two-Capsule Beverages:

- Latte Macchiato - *Frothy milk & a shot of coffee*
- Cappuccino - *Sweetened milk & a shot of coffee*
- Chococino/Hot Cocoa - *Milk and chocolate*

SELLING NESCAFÉ DOLCE GUSTO

- Deliver & confirm key messages
- Overcome common objections

INTERACTIVE: ROLE PLAY

OVERVIEW OF NESCAFÉ DOLCE GUSTO CIRCOLO: WHAT MAKES IT UNIQUE

- Krups brand
- Great design
- LED backlight
- 32 oz. water reservoir

OVERVIEW OF NESCAFÉ DOLCE GUSTO PICCOLO: WHAT MAKES IT UNIQUE

- Krups brand
- 21 oz. water reservoir
- Smaller footprint, great for small spaces & apartments - but still has all the power!
- Comes with a 6-count variety pack & free capsule offer



INTERACTIVE: HOW TO USE NESCAFÉ DOLCE GUSTO (LOAD, LOCK & LEVER)

- Piccolo
- Circolo

HOW TO DEMO

- What to bring & what you will need (capsule quantities, paper towels, etc.)
- Setting up your station (table, power source, extension cord, tablecloth, machine, water pitcher, etc.)
- The art of a good demo (use fluid motions, don't jam the capsule holder, stand in front of the demo table, allow customers to interact, touch and feel the machines)

