

BRINGING
café experience
TO YOUR FINGERTIPS



NESCAFÉ
GOLD



Seize the opportunity

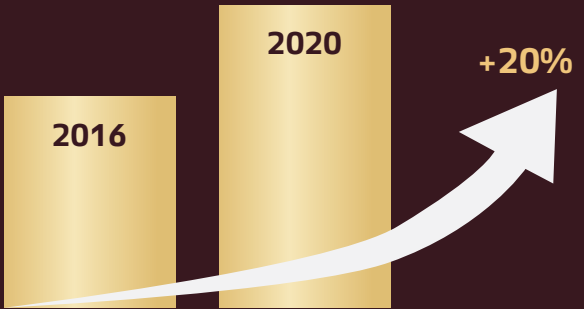
IN THE CHANGING TIMES

The coffee category is constantly expanding, especially among the millennials. With the burgeoning café culture, the new-age consumer's perception of a good cup of coffee has evolved. They have become more demanding in terms of quality, consistency, and customization.

INIZIO brings to you a window of infinite opportunities to satisfy this consumer and join a growing market.

— COFFEE SHOP SALES —

Expected growth of 20% by 2020



GRAB YOUR SHARE OF THIS GROWING MARKET
Source: Euromonitor Consumer Foodservice 2018



IT TAKES A TOUCH TO CREATE EXPERTLY
crafted beverages



INTRODUCING

Inizio

DELIGHT. SIMPLIFY. GROW.

Ever thought how to elevate customer experience and enrich your business with a complete range of café-style beverages? All you need is INIZIO. With robust system design and innovative features, this advanced beverage solution coupled with a milk refrigerator simplifies your business with a single touch.

Explore the endless possibilities with INIZIO.

YOUR
CHALLENGES

OUR
SOLUTION

Are real estate prices pinching your pocket? Turn it into a source of revenue. Streamline your business operations and add to your customer satisfaction with INIZIO - the most flexible coffee solution, enabling you to serve café-style beverages without any hassles.



Our 3 key pillars

- 1 Premium ingredients**
Coffee, milk, chocolate
- 2 Innovative self-served machine**
Simplicity, efficiency, customization
- 3 Our exclusive CaféCare assistance**
Technical, commercial and marketing support

3 STEPS OF *Success*

1

Delight Customers

Offer a wide-range of café-style beverages made with premium ingredients.

2

Simplify Operations

Reduce operator effort by simplifying operations and maintenance.

3

Grow Your Business

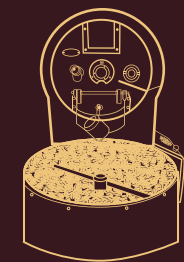
Leverage the expertise of our post-sales assistance team to craft menu ranges to attract customers and drives sales.

NESCAFÉ
GOLD

EXPERIENCE
the expertise
WITH NESCAFÉ GOLD



A blend of carefully selected Arabica and Robusta coffee beans



Golden roasted to bring out their natural flavour



Finely ground to unlock the soul of the beans



An elegantly packed, smooth, rich coffee that helps make everyday moments extraordinary

Indulge your senses in a precious coffee experience with NESCAFÉ GOLD. Coffee connoisseurs will appreciate the well-rounded taste and rich aroma in every cup. Our expertly crafted blend is great for all coffee drinking occasions, whenever one wants to make a moment special.

DELIGHT

The goodness of
NESTLÉ a+ milk



NESTLÉ a+ milk is manufactured using Ultra High Temperature (UHT) Technology to ensure complete destruction of bacteria and spilage enzymes. It undergoes 61 stringent quality checks, has no preservatives and the entire process is untouched by hands to help retain the goodness & quality, giving your customers a great tasting cup topped with a thick crema.



DELIGHT

A COMFORTING CUP OF
hot chocolate

There is nothing more soothing than a cup of velvety rich hot cocoa. Indulge in a cozy cup of luxurious NESTLÉ Choco Viennois to lift your mood. A promise of pure comfort and an opulent experience.




CHOCO VIENNOIS



DELIGHT



DELIVERING
consistent CAFÉ-STYLE
quality

From layered coffee to thick layer of crema, the quality of café-style beverages is now at your fingertips. INIZIO is amplified with features like improved whipping and better solubility that deliver consistent taste and quality cup-after-cup.

DELIGHT



DELIGHT CONSUMERS WITH AN
exciting variety

Catering to different tastes and choices, Inizo offers a huge range of beverages. Delight your senses and please all taste buds with a versatile range of brews from INIZIO.



ESPRESSO

Instantly perk up! This coffee cup is for the bold coffee drinker. This cup has no milk, sugar or cream.



CAFÉ MOCHA

Savor the harmony of coffee and a rich dose of comforting chocolate. This is always a perfect heartwarming treat.



ESPRESSO MACCHIATO

A fresh start, each time! Your daily dose of Espresso.. with just a dash of milk!



CHOCO VIENNOIS

Indulge in a rich, cozy cup of hot chocolate for bliss and pure comfort. There is no coffee in this cup.



CAPPUCCINO

This foamy and creamy cup is an all time classic with a slightly strong coffee taste.



ELAICHI CHAI

A popular choice for tea drinkers. Experience a magical taste infused with cardamom flavor.



CAFÉ LATTE

In Italy, where this cup originated, Latte means "milk". This is the creamiest cup with a mild coffee taste.



MASALA CHAI

An instant hit among tea lovers. Enjoy your favourite 'desi chai' with a fusion of 6 masalas.

SERVE CUSTOMERS

their coffee, their way

A cappuccino with extra milk? Or a latte with more coffee? One machine, multiple customizable offerings. INIZIO makes it easy for you to serve your customers the way they want to be served. Go ahead and indulge everyone with their favorite beverages.

I'D LIKE A LATTE CAPPUCINO MILK DOUBLE SHOT
 COFFEE MAKE IT STRONGER WATER MOCHA
 LUNGO DRINK ESPRESSO AMERICANO
 MORE SHOTS AMERICANO COFFEE LATTE CHOCOLATE
 CAPPUCINO ESPRESSO TEA
 MORE OR LESS MILK DRINK ESPRESSO
 LESS MILK MORE COFFEE MORE LATTE AMERICANO WHITE
 HOT CHOCOLATE RISTRETTO EXTRA SHOTS
 DRINK CAPPUCINO I'D LIKE A HOT DRINK MASALA CHAI PICCOLO LATTE LESS COFFEE MORE MILK CAPPUCINO

Cappuccino
 This foamy and creamy cup is an all time classic with a slightly strong coffee taste.

Serve size: Small Regular Large

Milk: Regular Extra

Strength: Regular Strong

Extra

BACK DISPENSE NESCAFÉ

OFFERS EASE OF
operation

INIZIO is a no-fuss solution that simplifies your daily operations. It reduces operator effort enabling them to be more productive.

Easy to Load



The machine has plug-and-play canisters that enable quick & easy refilling. This reduces your time & effort spent in operating the machine.

Easy to Clean



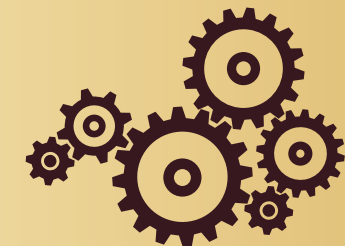
INIZIO comes with a semi-auto cleaning technology with step-by-step on-screen instructions, bringing down the cleaning time to less than thirty minutes.

Intuitive Interaction



The intuitive 7" diagonal touch screen ensures easy interaction and quick response time to enable great customer service.

Hassle-free Operation



INIZIO comes with an in-built feature of regular steam purging to maintain machine hygiene. The robust system design also guarantees fewer breakdowns.

GROW

BEFITS YOUR
business needs



With INIZIO by your side, you require no up-front capital investment or additional staff. From day one, INIZIO will reflect its true potential to grant you exceptional commercial success.

From paper cups to glass mugs, from table top to a free-standing machine – the choice is yours. Create a perfectly customized solution, tailored to your needs.

GROW

DRIVE

Sales & Volumes

The touchscreen serves as a real estate for promotional material to increase your sales - announce product launches, display combos or day specials. Attract customers and appeal to their needs and emotions through coffee videos or delightful experience images.



BEVERAGES & MORE...

INIZIO doesn't stop at beverage customization. Widen your opportunities for profit & growth: our trained sales assistance team will help you craft your menu - not just for different day parts, but also occasion-based menu offerings.

STAY IN
control



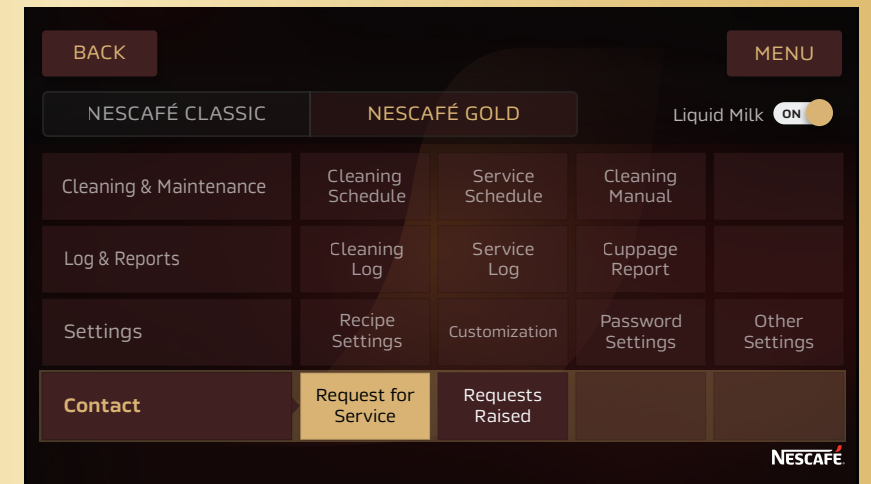
AN EYE ON SALES...

INIZIO allows you to monitor your sales and evaluate your customers' preferences. With the built-in analysis system, you can optimize your offers and boost your topline.



...AND AN EYE ON THE MACHINE

Ensure that your machine is always performing at its best. The touchscreen enables you to check your service records as well as raise service requests in case of any concern. No more hassles of calling and logging requests.



GROW

LET YOUR BUSINESS
flourish

By choosing INIZIO, you choose a comprehensive solution, where products are just a part of the solution. Nestlé Professional ensures expertise not only in terms of ingredients and machines, but also reliable post-sales services.



With our dedicated service assistance, Nestlé Professional CaféCare would prove to be your most trusted and valuable partner. We assure technical, commercial and marketing assistance - whenever you need it.



STAFF TRAINING



PROMOTIONAL SUPPORT



RECIPE DEVELOPMENT



QUALITY ASSURANCE



MACHINE MAINTENANCE

...and more!



**Schedule a demo with a
Nestlé Professional Representative**

 1800 103 1947

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