

The Better Tomorrow Plan Case study

The fair trade

OUR COMMITMENT: We will increase the purchase of products sourced from fairly traded certified sources by 2015.



Aspretto:
35,000 drinks
are sold daily.
on **800 units**
in **13 countries**
from **3 continents**



€31,000
given back to STOP
Hunger by end of FY11

WORLDWIDE Aspretto

Sodexo's ethical and sustainable tea and coffee solution

Since 2006, Sodexo has been implementing the "Aspretto" offer of **100% natural tea and coffee** sourced from **local markets** which are **100% ethically sourced**. In addition to the quality of the coffees and teas, the Aspretto offer is conceived around four core principles: **diversity, health and wellbeing, environmental protection and social responsibility**. Aspretto delivers a service which goes beyond the cup and provides a flexible service solution that is tailored to the needs of clients and consumers.



A worldwide implementation

By the end of FY10 Aspretto was in 580 locations in 7 countries worldwide. Today there are:

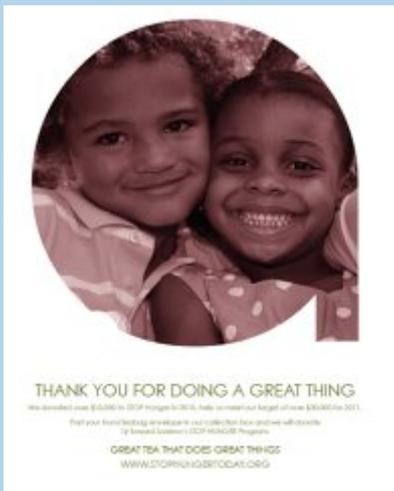
- More than **800 units** providing Aspretto to their consumers.
- Aspretto has been deployed in **three continents and thirteen countries**, in the USA, UK, Ireland, France, Austria, Hong Kong, China, Belgium, The Netherlands, Czech Republic, Spain, Finland and Germany.
- Approximately **35,000 Aspretto drinks** are sold daily.

Aspretto Refresh

In 2011 the Aspretto offer was refreshed to align it with what consumers want from us and our core principles:

- **We've got everything covered** - From bean to barista and beyond, our coffee and tea is as ethical as it comes. So is the packaging we wrap it in and even the machinery we use to serve it.
- **We take service to the next level** - Our coffee and tea connects people all over the world. From the farmers guaranteed a good wage, to people in local communities who benefit from our STOP Hunger initiative.
- **We bring people together** - From our wide range of tailored service options to our remarkable consumer experience, Aspretto serves up great coffee that does great things in a way that no other company can.

All our tea from Numi is organic with 6 teas being certified Fairtrade.



The Aspretto website has been updated in 2011. www.aspretto.sodexo.com



More information

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Aspretto ethical commitments:

- Ensuring **full traceability** of all products sold.
- Using products which are ethically sourced from local markets, the majority of our coffee and tea is **certified** by the internationally recognized Fairtrade authorities, the **Rainforest Alliance**, and **organic**.
- Reducing the amount of materials used.
- Ensuring all of our Point of Sale materials are printed on **recycled paper**.
- Using **recyclable** packaging materials and serving utensils (cups, stirrers, napkins, etc.)
- Ensuring that all tea and coffee sold includes a contribution back to **STOP Hunger**.

Aspretto quality of products commitment:

With great coffee and tea comes great responsibility. Aspretto will only use **100% Arabica beans** which are grown at least 2,000 feet above sea level, which provides a really great tasting coffee. All our tea from Numi is organic with 6 teas being certified Fairtrade.

Future Developments

Aspretto continues to gain momentum, particularly as it delivers against two of the **Better Tomorrow Plan's commitments**.

Make Aspretto move forward

- We launched our first Numi tea promotion which encouraged consumers to collect used tea over wraps. These have been donated to East Bay for Creative Reuse. For every overwrap collected we made a donation to STOP Hunger.
- Aspretto has now launched a new Cart and Kiosk design.
- Iced Tea and Coffee is available in the US market.
- Reusable coffee / tea cups are being sold in the US to reduce the amount of paper from disposable cups.
- Aspretto won best refreshed offer at the recent Marketing Advanced Seminar in Florida.

Next steps by FY12

- A full refresh of the website is planned for 2012.
- Implement the new kiosk and cart solutions in 20 locations
- Give back €45,000 to STOP Hunger in this current financial year
- New Limited Time Coffee flavor to be launched in the US in October 2012
- Introduce Iced Frappe's and Iced Teas into Europe
- Launch of new packaging for Numi Teas on Quarter 2 and introduction of a new tea.

Develop Aspretto offer worldwide

Sodexo purchases over 8,000 tonnes of coffee per year serving 1 billion cups to our consumers:

- Our target is to have 1,000 units serving Aspretto by the end of 2012.
- The number of countries in which the Aspretto offer is deployed will increase to 16 with **Canada, Sweden and Brazil**, working towards implementation.



Great coffee that does great things