



# Refined brand and product journey for Nescafé Gold

Nescafé has unveiled a new crafting process and packaging design for its popular Gold range of instant coffees. The 80-year-old brand says the new product and brand journey is designed to "transform coffee drinking from beyond just a daily ritual to a lifestyle where meaningful connections are celebrated".



The refined Gold blend is produced with mountain-grown Highland Arabica beans that are ground ten times finer to unlock the bean's rich aroma. According to Nescafé, this crafting process allows for the soul of the bean to be revealed for a finer and fuller taste that caters to a growing need for a premium instant coffee at home.

The brand's packaging also reflects a new modernised and sophisticated look with a new brushed champagne gold lid and sleek shape.

"We're excited to introduce our finer, fuller and golder product and brand into the South African market," explains Nicole Roos, business executive officer: coffee and beverages at Nestlé South Africa. "This bold move affirms our commitment to consumers. They remain the core of all our business and product decisions. Understanding their needs from both an emotive and functional perspective is critical for us."

The new range of the Nescafé Gold variants – Original, Decaf, Velvety, Alta Rica and Espresso – are now available at all major retailers from 14 May 2018. Follow NESCAFÉ Gold hashtag [#NescafeGoldConnections](#), [#QualityConnections](#).

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