



NESCAFÉ® MILANO 2.0 WINS THE RED DOT SEAL OF QUALITY

Nestlé Professional and designaffairs have won the Red Dot Award “Communication Design 2014” for the outstanding cloud-based coffee solution NESCAFÉ® Milano 2.0.



reddot award 2014 winner

Munich, 20th August 2014

With the Red Dot Award “Communication Design 2014”, NESCAFÉ® Milano 2.0 wins one of the largest and most respected design competitions in the category “Software Interfaces and Usability”. Professor Dr Peter Zec, founder and CEO of Red Dot, summed up the results of this

year’s competition, saying: “By constantly adjusting our categories to the changing requirements of the market, our competition is always at the cutting edge. In 2014, more participants than ever before showed their courage in having their creative projects judged by unbiased international experts”. In 2014, the international jury judged over 7,000 entries.

Recently rolled out commercially to food service operators, The NESCAFÉ® Milano 2.0 provides restaurants, bars and cafés an innovative beverage solution that delivers a wide variety of premium specialty drinks including Cappuccinos, Iced Coffees and Latte Macchiatos in an operationally simple way. It challenges the conventional coffee business with a key innovation: Its connection to a cloud-based application allows one machine or even complete machine fleets to be configured and managed remotely, in real time. Thanks to the two way communication between the coffee machine and the web-based application, foodservice operators are able to get the right visibility on their business, define their own menus and promotions. Its interactive touchscreen enables to serve wider beverage variety with simpler navigation and easier maintenance. It also provides bespoke modes for operator, restaurant managers and technicians. Via the Internet, the machine is connected to the back office and automatically provides all relevant data for sales and marketing teams. The solution covers all needs and requirements for consistent premium quality, flexibility, customization, modernity and diversity, while keeping it simple – all from the most dedicated out of home foodservice specialists in the world: Nestlé Professional.



The design consultancy designaffairs took over the role as strategic partner in the interdisciplinary team and has been responsible for the ideation, design and realization of the



interaction concept as well as for the design of the machine and configuration software. “More than three years ago the concept to carry such a radical vision was born and supported by many different stakeholders inside and out of Nestlé.

The visionary capabilities of all parties

together made the project so successful and is now even documented with this fantastic award”, says Andreas Rieger, Director Program Management and responsible project manager at designaffairs.

For further information, please watch the [NESCAFÉ® Milano 2.0 making-of video!](#)

About Red Dot Design Award

The Red Dot Design Award is one of the world’s largest design competitions. What is now Design Zentrum Nordrhein Westfalen started honouring excellent design as far back as 1954. The sought-after Red Dot established itself as an internationally recognised seal of quality and is awarded in the disciplines of Product Design, Design Concept and Communication Design. www.red-dot.org

About Nestlé Professional

The Nestlé Professional food business offers branded solutions like Chef, Minors, Maggi, Stouffers, Nestlé Desserts, Davigel and Erlenbacher to the commercial and institutional restaurant industry. Its beverages business provides this industry with branded hot and cold non-carbonated drink solutions like Nescafé, Coffee-mate, Nesquik, Nestea and Vitality. Globally, Nestlé Professional is present in more than 90 countries – with over 10,000 employees, including a large number of skilled chefs. Nestlé Professional sources from 171 Nestlé factories worldwide and operates 15 dedicated food service factories, a number of specialist culinary centres, and a Beverage Centre located in Switzerland. www.nestleprofessional.com | www.nescafe-milano.com

About designaffairs

designaffairs was founded in 1997 and is an owner-managed design consultancy for product and brand development with studios in Munich, Erlangen and Shanghai. The agency operates internationally and is among the most award-winning creative agencies in the world. designaffairs develops convincing design and brand strategies in close collaboration with its clients. It supports companies - regardless of industry - in all issues concerning industrial, interface, usability, colour & material and packaging design as well as for research, analysis and engineering. Scientifically-based analysis and research methods are combined here with the creativity and expertise of more than 80 employees. www.designaffairs.com