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## Press release

April 28, 2020



**Nestlé**

Good food, Good life

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### **ALWAYS OPEN FOR YOU: NESTLÉ SHOWS STRONG SUPPORT FOR OUT-OF-HOME BUSINESS PARTNERS IN EMENA REGION**

Since the outbreak of COVID-19, Nestlé's priority has been to protect its employees, ensuring they remain safe, healthy and supported; maintain business continuity to provide the food and beverages people need; and give a helping hand to its business partners and communities.

For its out-of-home\* and food service customers, the crisis has left them with unprecedented losses as the majority of hotels, restaurants and cafés are temporarily closed.

David Martin, Chef from the restaurant 'La Paix' in Brussels (Belgium) says: "We are facing huge uncertainty across our sector; our incomes are non-existent, fixed rent costs continue to run and many people are facing unemployment. We are however, hoping for a restart, and getting prepared for a return to a new normality to which the sector needs to adapt".

To help many businesses weather the storm, Nestlé has and will be offering prompt and pragmatic assistance. The *#AlwaysOpenforYou* initiative is designed to help businesses weather the crisis and support them as they look to reopen and welcome back their customers, with solutions adapted to their individual needs. The total value of this initiative is expected to be around CHF 500 million.

Nestlé's Zone Europe, Middle East and North Africa (EMENA) is offering strong support to smaller, independent businesses in the out-of-home sector as part of this initiative. Measures include extended credit terms, suspension of rental fees on coffee machines and offering free products when those businesses will reopen, as well as digital training schemes such as barista training.

"The out-of-home sector has been hit hard by the crisis. Hotels, restaurants and cafes have suffered a devastating blow; many are closed, others can't pay the rent, thousands of employees face uncertainty. We need to be at their side now and focus on what measures we can take and how we can best support. Developing tailored plans that help them bridge between now and the full-scale reopening is crucial to the long-term survival of many of our long-term partners," says Muriel Lienau, Head of Nestlé Waters Zone EMENA.

Nestlé Waters, Nespresso and Nestlé Professional, known for brands like *Nescafé*, *Buondi* and *Chef*, are united in their support of customer-facing hotels, restaurants, cafés and gastronomies, many of whom are independent and need the company's support most. "It's all about mapping their needs and looking at ways to bring support in the most efficient and fair way," Muriel adds.

*S.Pellegrino*, one of Nestlé Waters' most iconic brands, will launch a campaign to bring customers back when they reopen by developing international partnerships to support the chef community, for example, The World's 50 Best Restaurants.

On top Nestlé is supporting local out-of-home initiatives such as voucher and free goods scheme initiatives like #jaimemonbistrot in France and #fuerzabar in Spain, #HorecaComeback in Belgium, #juntosvoltamos in Portugal and #HelptheHoreca in The Netherlands. These schemes help local bars and restaurants to get much needed cash now and to be ready for smooth re-opening.

“All of us must do our part to keep our hospitality industry afloat during these devastating times,” says Vincent de Clippele, Zone EMENA Regional Business Manager Nestlé Professional, “Many of our business partners will need attention and support for months to come. We will be there with them, today, tomorrow and in the future. It is up to us to make a real impact for them when they need it most.”

\* *Out-of-Home: alternatively, hospitality industry or Horeca customers*