

Q.

Wouldn't it be great if I could have a real Italian cappuccino coffee, right here? Instantly!

Cappuccino lovers want their cappuccino to be exactly like it is in Italy, but they want it now – whenever and wherever they are



A.

Nescafé Cappuccino with Foam Booster

Nescafé Cappuccino: creating the real Italian experience — instantly

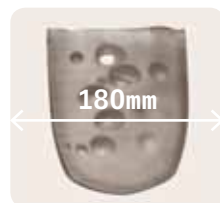
Understanding cappuccino drinkers

Italian cappuccino has set the standard for consumers all over the world. Gently pouring steam-frothed milk on the surface of brewed coffee gives a white, milky foam on top of rich brown coffee. The Italians call it “cappuccino” because it’s like the capes of Capuchin friars, with their shaved white heads standing out from their brown habit.

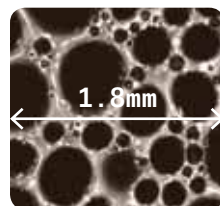
It’s the foam that makes the difference. To enjoy a perfect cappuccino, you go to a café, or have your own machine at home. That’s because until recently, instant cappuccinos have not been able to match this standard.

From understanding to actionable insight

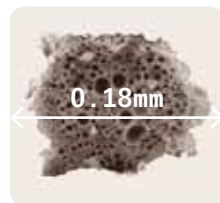
These days, busy consumers want to enjoy their cappuccino instantly. But they want the real Italian coffee experience, wherever they are. The challenge for Nestlé R&D was to create a product that captured the magic of Italian cappuccino.



Emmental cheese



Cappuccino foam



Foam Booster

Small is beautiful: The holes in the Foam Booster are one million times smaller than a hole in an Emmental cheese

From insight to product

Increasing consumer awareness about cappuccino values led us to evolve the first, extremely successful, generation of Nescafé instant cappuccino. Clearly a new product was needed with much denser, longer-lasting foam.

From concept to production

Nestlé R&D studied the science of foams and how to make them last “just long enough” to satisfy the most devoted cappuccino drinker. The spark came with the development of a totally new technology – the “Foam Booster”.

Unique technology

Foam Booster granules are tiny particles of specific carbohydrates and proteins full of minute holes. The holes are filled with nitrogen gas – which is the main component of air – at a very high pressure.

How it works

Nitrogen is trapped in the Foam Booster at about 35 times atmospheric pressure – 15 to 20 times the pressure in car tyres. In hot water, the nitrogen is released, lifting the creamer to the surface to form an instant milky foam. The coffee stays below to form the brown base. The result? A perfect cappuccino.

Teamwork in action

To create this break-through, we had to draw on skills from many R&D resources: the Nestlé Research Center for innovative physics in turning the Foam Booster concept into reality; PTC Konolfingen for controlled booster porosity; PTC Orbe for filling the booster with nitrogen; and the Boué factory in France for manufacturing the booster in industrial amounts.

The ultimate satisfaction

The consumers’ dream has become a reality. Thanks to our innovative science and technology, cappuccino lovers anywhere can now recreate the Italian cappuccino experience, but in an instant. In every country where new Nescafé Cappuccino has been launched, sales have rocketed.

Sustainability in production

As in all Nescafé factories, residual coffee grounds are incinerated as a renewable, carbon-neutral fuel to power the production lines. This conserves non-renewable fuels, limits greenhouse gas emissions and prevents waste generation.

