

NESPRESSO[®] MAGAZINE



#27 DUBLIN

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JOSEPH O'CONNOR
A CAPITAL WRITER

CITY GUIDE
CLUB MEMBERS'
FAVOURITE PLACES

URBAN FARMS
SUSTAINABLE AGRICULTURE
COMES TO TOWN

GOURMET COFFEE
TREATS WITH THE
TASTES OF IRELAND

NEXT ISSUE:
#29 - MADRID
Publication in Oct/Nov 2017

A HIGH END LIFESTYLE CONCEPT

— 32 —

Zanini de Zanine ECO- DESIGNER

DESIGNER ZANINI DE ZANINE CALDAS, AT AGE 38, EMBODIES A NEW GENERATION OF CREATORS CONCERNED ABOUT THE ENVIRONMENT AND FINDING INSPIRATION IN THE PAST AS ABLY AS THEY SHAKE THEMSELVES FREE OF IT. A CLOSE ENCOUNTER WITH ONE OF THE HEIRS TO BRAZIL'S GREAT MODERNISTIC TRADITION.
By Guillaume Jan Photos Jean-Christophe Husson and Mikael A. Sandassak



SEEING RED
The BR chair in perforated sheet steel. Model produced especially for the Abbey of Design in 2013.

LIFESTYLE, GASTRONOMY, DESIGN, VOYAGE...

Nespresso Magazine proposes new contents through a high end lifestyle concept.

Designed as a collector object, each issue highlights an international city and one of its ambassador : from Douglas Kennedy in New York to Alain Ducasse in Paris, including Marianne Faithfull in London...

Produced and realized with its new concept since 2010, Nespresso Magazine has been awarded gold Brand Content.

GRAND PRIX



A STRONG READING EXPERIENCE

NOW Out and about 7



"Green Point Common", Cape Town, 2013.

ARTIST PIETER HUGO, REPRESENTED BY CAPE TOWN'S STEVENSON GALLERY, DEPICTS A SILENCE WITH THE IMPACT OF A SCREAM. His intimate works can be experienced in a book, *Kin*, and numerous exhibitions in Europe, including one at the Cartier-Bresson Foundation in Paris last spring. This strapping, extensively tattooed gentleman exhibits his photographs the way a child would reveal the treasures stored in a secret box. He bears within him tainted memories of South Africa, where he was born (Johannesburg) and raised. The self-taught creative started along his photographic path troubled by a universal question: *How can I become a father?*

Just before taking the plunge, the artist wanted to overcome his fears, doubts and qualms by beholding his homeland through a lens that was modest, rather than apologetic. With still-fresh fractures, wounds and scars, he captures the private world of his models, always photographed with their permission. Portraits, still lifes – the rawness goes beyond appearances: the images exude an overwhelming tenderness that soothes our inner turmoil through the grace of a gentling distance. ■

> «Kin», Pieter Hugo, Aperture Foundation
www.aperture.org et www.stevenson.info

PIETER HUGO NEXT OF KIN

THE SOUTH AFRICAN PHOTOGRAPHER'S
KIN SERIES CAN BE EXPERIENCED IN A BOOK
AND NUMEROUS EXHIBITIONS, EXPLORING
IDEALS AND REALITY. EXQUISITE AND MOVING.
Production Gabriella Rocopolo

A MAGAZINE APPRECIATED, READ AND EXPECTED, AN AUTHENTIC RENDEZ-VOUS

The readers are very acquainted with the brand and
Nespresso Magazine

94%

of those who receive the
Magazine read it

Loyal readers that are expecting the upcoming issue

67%

of the readers read every
issue of the Magazine

58%

of them read it
carefully

FONDNESS, ENGAGEMENT AND IMPLICATION

A UNIFYING MAGAZINE

— 20 —

**MANUELA, FOOD
BLOGGER AND STYLIST,
MEMBER SINCE 2011**

**WITH HER ENCHANTING SMILE
AND OUTGOING NATURE,** Manuela
is the epitome of today's Carioca.
She arrives at our meeting for
the photo shoot and interview
in the Ipanema Boutique with
an unfailingly cheerful demeanour
and boundless energy. This young
woman devotes her time to researching
Rio's best eateries to assist discerning
diners having decided to quit her legal
career and reinvent herself as an
author and food stylist. On her blog,
"Cozinho, logo existo", she explores
the flavours of her native city through
a savvy selection of venues and
recipes that are as fresh and healthy
as she is! This smiling and highly
skilled chef loves cooking vegetables
of every ilk. Another personal passion:
Nespresso Grands Crus. She never
starts the day without a cup of
ARPEGGIO or RISTRETTO, prepared
espresso-style. "I love everything
about coffee: its aroma, its flavours,
its intensity. I drink three a day: one
in the morning, another after lunch
and a last one mid-afternoon, often
an ARPEGGIO DECAFFEINATO."



**CULTURAL CHIC
INSTITUTO MOREIRA
SALLES**
*"It's a cultural centre that
often hosts photography
exhibits. The building
is exquisite, just like
the patio, surrounded by
gardens designed by Burle
Marx, the great Brazilian
landscape architect.
I go there to enjoy their
events or sip a coffee
in the peace and quiet."*

Photo: Robert Polidoro/Artem Instituto Moreira Salles

CLUB BELONGING, PROXIMITY AND SHARING

The Magazine nourishes the Club Members' relationship with the brand and reinforces their membership feeling.

THE CITIZEN OF HONOR INTERVIEW

Designer, Chef, Artist, Producer...

He guides us in his town, shares with us his lifestyle and gives us his best addresses. An authentic and intimate visit, sometimes unexpected.

A STRONG GRAPHIC SIGNATURE



AN INSPIRATIONAL MAGAZINE

that renews itself along with the issues and the towns

A LOYAL ATMOSPHERE

to the style and spirit of the town

A PREMIUM DESIGN

Elegant and contemporaneous
(typo, photo, page layout, graphic design...)

A SELECTION OF PLACES

Chosen for their character and atmosphere

REPORTS ENHANCED BY IMAGES

AN EXCLUSIVE EDITORIAL CONTENT

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ZANINI DE ZANINE

CULTURAL AGENDA

News and events of the art world
from all over the world

PEOPLE

Portraits and city discovery through the different
interviews

STYLE

Contemporaneous design, fashion and decoration
inspirations

TASTE

Cooking trends, restaurants,
gastronomy and meetings with chefs

NESPRESSO MAGAZINE EMBODIES:

PLEASURE, CREATIVITY, INNOVATION, EXCELLENCE

AN INTERNATIONAL AND POWERFUL CIRCULATION



1 MILLION COPIES

DISTRIBUTED IN MORE THAN 20 COUNTRIES

PUBLISHED IN UP TO 8 LANGUAGES

English, French, German, Spanish, Italian, Dutch ,
Japanese, Portuguese.

- **PERSONALIZED MAILING TO THE PREMIUM CLUB
MEMBERS OF THE *NESPRESSO CLUB***
- **DISTRIBUTED IN THE *NESPRESSO* BOUTIQUES**

2 ISSUES PER YEAR

Spring - Summer

Autumn - Winter

A PREMIUM READERSHIP



A COVETED AUDIENCE :

The «High Value» Members of the *Nespresso* Club

- Members for more than 3 years
- 35-55 years old
- City-dwellers and Nomads
- Opinion leaders with a high spending power

A PREMIUM READERSHIP AND MEGA CONSUMERS :

- 52% of fashion and beauty mega consumers (ind 157)
- 41% of cars mega consumers (ind 129)
- 24% buy jewels and watches by the brands (ind 173)
- 44% of furniture/decoration mega consumers (ind 148)

***NESPRESSO* MAGAZINE'S ASSETS**



A GRATIFYING AD SETTING

a premium design,
a high quality editorial content,
a nice reading experience,
a Magazine bearer of common values :

LIFESTYLE, AESTHETICISM, PLEASURE AND INNOVATION

A STRONG MEDIA THAT IS BROADLY DISTRIBUTED

More than 1 million copies distributed in the whole
world that provides an international standing

A PREMIUM TARGET

Readers with a high spending power :
Opinion leaders, innovators and influencers.
Consumers that are looking for quality products and
prestigious brands.

A RENDEZ-VOUS WITH THE *NESPRESSO* BRAND

78

tropical TREATS

BRAZIL IS HOME TO A CARNIVAL OF COLOURS, SOUNDS AND FLAVOURS. FROM SMOOTH AND SWEET TO TANGY AND REFRESHING. YOU'LL FIND THEM HERE IN THESE SELECT RECIPES, ALL MADE TO BE SAVOURED WITH NESPRESSO GRANDS CRUS.
By Marie Lelauré Photos Jérôme Bille



*Fineo Collection
Espresso cups (Nespresso).*

PASSION FRUIT MOUSSE & VOLLUTO DECAFFEINATO

SERVES SIX
PREPARATION TIME: 20 minutes
COOKING TIME: 3 minutes
REFRIGERATION TIME: 4 hours
INGREDIENTS: 6 capsules of Volluto Decaffeinato (6 x 40 ml).
For the recipe: 20 passion fruit - 12 tbsp. water - 100 g sugar - 6 gelatine sheets (12 g) - 20 cl single cream - 200 g diced fruit (mango, strawberries, kiwi).

Cut the passion fruit in half, scooping the pulp into a sieve as you go, pressing pulp with the back of a spoon to squeeze out all the juice. ■ Soften gelatine in a bowl of cold water. ■ Boil the 12 tbsp. water and sugar for 3 minutes. ■ Remove from heat, add the drained gelatine, then the passion fruit juice, and let cool. ■ Whip the cream, then fold gently into the mixture. Pour into small bowls or cups and refrigerate for 4 hours. ■ Garnish with diced fruit just before serving. ■ **Serve with a Volluto Decaffeinato Espresso.**

A PERFECT MATCH: *A creamy recipe of milk and fruit that brings out Volluto's fruity note: it's the ideal taste combination!*

THE SEARCH FOR *NESPRESSO* QUALITY,
Exceptional coffees

NESPRESSO'S INVOLVEMENT :
Sustainable development, Innovation...

A CORPORATE SECTION, EDITORIALIZED THANKS TO
REPORTS THROUGHOUT THE WORLD

Ad values 2017



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4 th Cover – Outside back	25 000 €
2 nd Cover – Inside Back	20 000 €
3 rd Cover – inside Back or Opposite Summary	18 000 €
First Opening Double-page Spread	32 000 €
1 st Recto	15 000 €
2 nd Recto	14 000 €
Simple Page	12 000 €
Successive Ads	+10 %
Preferential insertions	+10 %

THE MAGAZINE OF PREMIUM BRANDS

