



Lyreco expands its exclusive distribution partnership with Nespresso and acquires Premium Coffee in Denmark, Finland, and Sweden

Marly, France – April 3rd, 2023 – Today, Lyreco announces the acquisition of Premium Coffee operations in Denmark, Finland, and Sweden, which took place on April 1st, 2023. This operation extends the strategic distribution partnership between Nespresso and Lyreco for Out of Home distribution to now 11 countries.

Nespresso and Lyreco have a longstanding business relationship since 1998. It started in Switzerland and over the last few years, got extended to England, Ireland, Wales, Scotland, Hungary, and Poland. Most recently, Nespresso selected Lyreco to be their exclusive partner in Norway in 2022.

“We are confident that our partnership with Lyreco, which is built on shared values and a commitment to excellence, will further entrench the Nespresso brand in the hearts of coffee lovers in Denmark, Finland and Sweden”, said Simone Jansen, Head of North East and South Europe, Nespresso.

Customers in the 3 countries will now be able to enjoy the combination of the Nespresso moments experience together with the best-in-class service of Lyreco.

“We are delighted to extend our strategic partnership to the northern part of Europe and are very much looking forward to offering to all the Lyreco customers a great experience with the Nespresso products. We are equally happy to welcome the Premium Coffee teams within the Lyreco Group and benefit from their expertise” stated Grégory Lienard, Chief Executive Officer at Lyreco.

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Any press inquiries can be directed to Lyreco’s press office via gaelle.vilatte@lyreco.com.

About Lyreco

Lyreco, a privately owned company since 1926, is a leading distributor of workplace products and solutions. The group directly operates in 25 countries in Europe and Asia. Lyreco’s 12,000 employees share a common mission: to be pioneers in delivering sustainably what any workplace needs, so that its people can focus on what matters most. You can learn more about Lyreco on <https://lyreco.com/group/>.





About Nestlé Nespresso SA

Nestlé Nespresso SA is the pioneer and reference for highest-quality portioned coffee. The company works with more than 140,000 farmers in 18 countries through its AAA Sustainable Quality™ Program to embed sustainability practices on farms and the surrounding landscapes. Launched in 2003 in collaboration with the NGO Rainforest Alliance, the program helps to improve the yield and quality of harvests, ensuring a sustainable supply of high-quality coffee and improving livelihoods of farmers and their communities.

In 2022, Nespresso achieved B Corp™ certification - joining an international movement of 4,900 purpose-led businesses that meet B Corp's high standards of social and environmental responsibility and transparency.

Headquartered in Vevey, Switzerland, Nespresso operates in 81 countries and has over 13'000 employees. In 2021, it operated a global retail network of 802 boutiques. For more information, visit the Nespresso corporate website: www.nestle-nespresso.com.

