

Business

Meet new Vertuo, more from every cup

Perfect long cup at a touch of a button with new Nespresso Vertuo



KUWAIT: The pioneer of portioned coffee, has introduced the revolutionary Vertuo coffee system to the Middle East. At a touch of a button, Vertuo brewing technology offers high-quality coffee in a variety of cup sizes. Coffee lovers can now enjoy their favorite drink, anyway they like.

Following the success of Vertuo in North America, Europe and Asia, it is now available in the United Arab Emirates, Saudi Arabia and Kuwait, more than 70 percent of consumers in these countries prefer a large cup of coffee, often starting their day with one that is more than 200 ml. With Vertuo, Middle Eastern coffee drinkers will be able to enjoy large black or white coffees made at home, with the quality Nespresso is known for.

Sergey Makarin, Business Executive Officer at Nespresso MEA explained, "By introducing Vertuo in the Middle East, we are expanding at-home coffee options for coffee lovers with a range of large coffees without compromising the taste or extraordinary quality that Nespresso is known for. We feel that

Vertuo system will meet the consumer needs for a convenient and easy to use coffee machines to produce variety of coffee sizes."

The Vertuo system revolutionizes the way coffee is made by introducing Centrifusion, the unique rotational extraction technology, along with a new range of capsule sizes that together allow for different coffee experience from an espresso to a large cup. At the touch of a button, the intelligent system automatically recognizes the coffee capsule through barcode reading and it adjusts the extraction parameters to create the perfect full-bodied coffee, finished with a silky and generous crema.

Vertuo offers three different sized capsules, creating a range of five coffee cup sizes. Each of the 28 Vertuo coffees is carefully blended and roasted to deliver a quality coffee experience, whatever the occasion. The Mug size (230ml) gives a well-balanced body and bouquet of gentle aromas, complementing The Gran Lungos (150ml) offering the prolonged pleasure of an espresso. The largest size, Alto

(414ml) serves up delicate aromatic taste to be enjoyed in a longer cup size.

Finally, Nespresso drinkers can enjoy the intense flavors of the Double Espresso (80 ml) and Espresso (40ml).

- 28 exceptional coffees
- 2 blends in Alto size
- 15 blends for Mug size
- 4 blends for Gran Lungo size
- 3 blends for Double Espresso
- 4 blends of Espresso

The innovative new Vertuo machine range and the new coffees offers a variety of new features, all designed to enrich the experience:

- New Centrifusion (tm) extraction (rotational extraction) system to gently and precisely brew coffee. The rotation reaches up to 7000 rotations per minute to fully extract the coffee.
- Barcode reading technology which adjusts the brewing parameters such as the cup size, temperature, rotational speed, flow rate and time the water is in

contact with the coffee to allow for precise extraction.

- Simple and convenient one button operation.
- The machine comes in two versions VertuoPlus and VertuoPlus Deluxe, which feature moveable 1.1L and 1.7L water tanks and an automatic opening and closing of the machine head.
- 20 second pre-heating time, with the mug size (230ml) extracted in under 70 seconds.
- Adjustable cup platform for espresso, double espresso, mug, recipe glasses as well as the travel mug.
- Automatic off mode after 9 minutes of non-use.
- 28 coffees to suit customer preferences, including intense, mild, flavoured and decaffeinated options.

The new Nespresso Vertuo is available in two models, VertuoPlus and VertuoPlus deluxe.

Vertuo Plus comes in one color: White, while Vertuo Plus deluxe is available in black and silver. The machines and coffee will be available for sale starting 17 September 2019 at Nespresso different sales channels.

Nord Stream 2 to boost Russian clout on EU: US

VILNIUS: US Energy Secretary Rick Perry warned yesterday that the controversial Nord Stream 2 natural gas pipeline would increase Russia's political influence on European Union foreign policy.

On a visit to Lithuania to promote US energy ties with Eastern European nations, Perry said the pipeline carrying Russian gas to Germany "would deliver a stunning blow to Europe's energy diversity and security." "It would increase Russia's leverage over Europe's foreign policy and Europe's vulnerability to a supply disruption," Perry told an energy forum in the Lithuanian capital Vilnius.

Perry said the Baltic sea pipeline, together with the TurkStream pipeline—which will supply Russian gas to Turkey via the Black Sea—"would enable Moscow to end gas transit through Ukraine by the close of the decade." "Nord Stream 2 is designed to drive a single source gas artery deep into Europe and (to drive) a stake through the heart of European stability and security," Perry said. He said the United States "were ready, were willing and were able" to increase European energy security by providing alternative sources, notably liquefied natural gas and civil nuclear capabilities. —AFP

NBK delegation to attend WBG & IMF annual meetings

KUWAIT: A senior delegation from National Bank of Kuwait (NBK) will attend the 2019 Annual Meetings of The Boards of Governors of the World Bank Group (WBG) and the International Monetary Fund (IMF) that will take place in Washington, D.C. during the week of October 14-20.

The delegation will be headed by NBK Group Chairman Nasser Al-Sayer, NBK Group Chief Executive Officer, Isam Al-Sager, Deputy Group Chief Executive Officer, Shaikha Al-Bahar and CEO - International Banking Group, Georges Richani.

NBK delegation will participate in the annual meetings that will discuss key economic and financial challenges and future growth prospects, as well as highlights on a number of issues related to global financial sector reforms. The delegation will also participate in several bilateral meetings with senior officials on the sidelines of the sessions. The meetings and discussions will highlight the latest and most pressing issues facing the financial services industry and global

economy today.

Moreover, NBK delegation will attend the reception organized by the Kuwait Banking Association on the sidelines of the annual meeting of the Boards of Governors of the IMF and the World Bank Group that brings together senior financiers, investors and policy-makers from all over the world. During its annual meeting, IMF will provide a briefing on the World Economic Outlook report including insights from IMF experts on global economic performance, current and future trends and risks, as well as an overview of the world economic outlook projections. IMF will also host a conference on financial stability.

Delegates attending the World Bank/IMF meetings include government officials, central bank governors, ministers of finance and development. The guest list also includes private sector senior officials, representatives of the civil society and academic scholars. Participants get together to discuss key international issues including: World Economic Outlook and how to reduce poverty and spur economic growth. Events include meetings of the Development Committee, the International Monetary and Financial Committee, the Group of Ten, the Group of Twenty-Four, the Group of Thirty and various other constituencies. The International Monetary and Financial Affairs Committee is scheduled to discuss world economic performance, future trends and provide an update on the



international financial markets and the associated risk impacting their performance, in addition to discussing key policies to mitigate such risks.

This year's annual meetings will discuss several important topics including Global Economic Outlook report as well as shedding light on Fintech Innovators as Drivers of Inclusive Economies and Catalyzing Environmental, Social and Governance Investment. Other key topics of discussion include Integrated Solar Energy Plans and Unleashing the Potential of Women Entrepreneurs through Finance and Markets as well as the international development association's role in comprehensive development.

The annual meetings bring together a large number of officials from member countries, providing opportunities for formal and informal discussions. Numerous seminars are held on the sidelines of the meetings, in addition to the Per Jacobsson Lecture on international finance, which is sponsored by a foundation set up in honor of the IMF's third Managing Director, is also given each year in conjunction with the meetings.

NBK is keen to attend global forums and international conferences to stay on top of the latest global developments, activities and events focused on global economy, international development and the financial system.

QNB Kuwait visits cancer patients

KUWAIT: As part of its Corporate Social Responsibility (CSR) initiatives and the humanitarian campaigns QNB Kuwait undertakes, a team from the Bank has paid a special visit to the Hussain Makki Juma Hospital and the Cancer Control Center. During the visit, the Bank team checked on the patients and presented them with gifts to raise their spirits and provide them with needed moral support.

The visit included tours of the women and men's sections and an identification of the various forms of the illness, as well as the medical and

psychological support provided to the patients.

Mr. Samir Salman, General Manager of QNB Kuwait, greatly praised the visit to the patients, wishing them a speedy recovery and stating that the initiative is one of the Bank's most important annual social events. He added that such visits help the patients feel the society's care and support for them to help them overcome their physical and psychological trials.

QNB Group's presence through its subsidiaries and associate companies extends to more than 31 countries across three continents providing a comprehensive range of advanced products and services. The total number of employees is more than 30,000 operating through 1,100 locations, with an ATM network of more than 4,400 machines.

