

Business

Vertuo, a versatile coffee machine that provides ultimate brewing experience

Nespresso Kuwait renovates one of its branches at 360 Mall

By Ben Garcia

KUWAIT: Nespresso Kuwait renovated one of its branches in Kuwait at 360 Mall just in time for the official launch last week of its new coffee machine Vertuo, the next generation of at-home coffee systems. Vertuo is a new coffee system which is unique - an intelligent machine that can make coffee by using the newest technology which reads the barcode on coffee capsules.

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 any way they like. The new Nespresso Vertuo is available in two models - VertuoPlus and VertuoPlus Deluxe. Vertuo Plus comes in one color: White, white Vertuo Plus Deluxe is available in black and silver. The machines and coffee are now available at all Nespresso boutiques all over Kuwait.

"To make it easier to understand, Vertuo is a versatile and intelligent system that can fit all the needs of coffee lovers, from small to large servings," Nespresso Middle East and Africa Regional Business Manager Julien Mario told Kuwait Times. "We have three sizes that can be served using the Vertuo. The coffee capsules will be placed in the machine, and it will determine the class of coffee and the size of coffee you want. It will automatically select the coffee you want, a unique trademark we named Centrifusion. It is predetermined by the machine, and the machine will work tirelessly to make your best coffee taste even better. The system will proceed if the right temperature and water flow are present. The water temperature must be same all the way to make it perfect from the first till the next coffee service," he said.

Nespresso pioneered the portioned coffee segment with high quality espresso and has now redefined the large cup of coffee with the introduction of the new Vertuo brewing system. The name Vertuo is derived from the word "Virtuoso", which means mastering an expertise. In this case, the name aims to underpin Nespresso's mastering of the highest quality coffee for consumers' pleasure.

Nespresso specializes not just in coffee machines and its accessories, but also sells the best coffee in town, hailing from various sources around the world. "This Nespresso concept is unique - delivering a new coffee concept to sophisticated coffee lovers in Kuwait. One of the best known Nespresso

endorsers is George Clooney, whom we all consider the epitome of Nespresso clients. He embodies the entire group of clients because his personality is adored by men, women, youth and even LGBTs. Despite his age, he encompasses all generations, young and old. His image is so refined that all ages can relate to him," Mario added.

With Nespresso, Mario said they managed to revive the coffee industry in Sudan. "Because of the war in many areas close to them, the coffee industry in Sudan was adversely affected, but we managed to revive it. But we don't only have one country to produce the best coffee; in fact, our coffee comes from nine more countries, mostly located along the equator, that produce the best coffee. We partner not just to compensate for coffee, but what we want is sustainability and environment-friendly technology," he added.

Nespresso has a 1 percent market share for coffee worldwide, sourcing from 120,000 farmers all over the world. "We have 900 agronomists. We have three coffee plants in Switzerland to make sure about the quality of the beans till our clients' cup of coffee," Mario said.

Currently, aside from 360 Mall, Nespresso has outlets at The Avenues mall and Al-Kout mall. Its presence here can be traced back to 1997. "We opened 22 years ago in Kuwait with our partner NESCO," Mario noted. Nespresso Kuwait is doing great in Kuwait, especially since most Kuwaitis want the best for their families and offices. "We do have a very strong buying population of Kuwaitis for our products. They trust us and we are happy to provide the best for them. Knowing the capacity of people and the quality of life many Kuwaitis have, the machine of this type is the best, in addition to our best coffee ever," he concluded.

How is the crema formed? What is the importance of crema?

Crema is a naturally formed foam of coffee and air. It is produced during the extraction process and is a sign of ultimate coffee quality, enhancing the tasting pleasure. The crema protects coffee aromas, sealing them in the cup until they are released as the coffee drinker enjoys his/her coffee. The crema allows consumers to benefit from the full aromatic profile. This is the first single-serve system to brew a large cup coffee with crema, as crema has traditionally been a feature of



Nespresso Middle East and Africa Regional Business Manager Julien Mario. — Photos by Yasser Al-Zayyat

espresso.

Why is there not an integrated milk solution?

With Vertuo you can easily get an outstanding in-cup result by simply pouring milk before the coffee is extracted. While the coffee is filling the cup, milk will nicely mix with the crema and the coffee to give a unique smooth and indulgent beverage.

Is Vertuo coffee the same as an Americano?

No. The new Vertuo system produces both authentic Espresso, Gran Lungo as well as large-cup coffee with an espresso style crema, bringing the signature of espresso to the world of coffee. An Americano is a coffee-based recipe, consisting of adding hot water to espresso, which doesn't have any crema. The crema protects coffee aromas, allowing consumers to benefit from the full aromatic profile of the coffee.

Can I change the extraction parameters on Nespresso Vertuo to adapt the in-cup result to my preferences?

The Nespresso Vertuo system features an extremely high level of precision, designed with specific brewing parameters for each blend. Nespresso Vertuo utilizes an intelligent extraction system that recognizes each expertly developed and adjusts the brewing parameters (such as temperature, flow rate, rotational speed, and the time the water is in contact with the coffee) to deliver the best in-cup result. Each coffee is developed from the interplay between the extraction parameters and the coffee blends.



Can I regulate the heat of Nespresso Vertuo?

No. Specific extraction parameters are set for each blend, thereby optimizing each coffee to deliver the best in-cup result, and each coffee is developed from the interplay between the extraction parameters and the coffee blends.

How does Vertuo crema compare to Original crema?

The crema is part of the coffee character and as each coffee preparation is different, the crema also differs between the coffees. The crema of Original Espresso and Lungos is dense and creamy while the crema from the Vertuo is more generous.

What is the pressure of the Vertuo system?

Pressure is not the key parameter for systems based on Centrifusion technology. Over time, the ways in which coffee is extracted has evolved. Centrifusion is a revolutionary

new technology, which works by spinning the capsule within the system. When rotation of the capsule starts, a pressure is applied due to the centrifugal forces. The final pressure will mainly depend on the water inlet pressure and the rotation speed, and reach values of around 2 bars.

How can you call this espresso if it is not produced in the same way as a traditional espresso coffee?

The sensory in-cup result for espresso brewed through Centrifusion is similar to that of espresso produced through high pressure extraction. Over time, the ways in which coffee is extracted have evolved.

Who designed the Vertuo machine?

Swiss designer Antoine Cahen.

Which machine partner built the Vertuo machine?

Nespresso has teamed up with different companies based in the European Union to produce Vertuo.

AUB wins the 'The Most Innovative Digital Banking Initiative Kuwait 2019'



A group photo of AUB management and employees in front of the branch at the Avenues Mall.

KUWAIT: Ahli United Bank (AUB) has been awarded the "The Most Innovative Digital Banking Initiative (Smart Branch) Kuwait 2019" by Global Banking & Finance Review - a leading magazine in publishing the latest global developments in finance and banking-, for the digital branch AUB opened at the Avenues Mall, Phase IV.

AUB received this prestigious award in recognition of its dedication to maintain its leadership and excellence in the digital banking services for its customers. According to the magazine, AUB continues its focus on meeting the needs of its customers, which is affirmed by its initiative to design a digital branch at the Avenues Mall. AUB pays great attention to enhance the experience of its customers through the use of technology, where the branch is equipped with state-of-the-art tools, including advanced ATMs, cutting-edge kiosks, a 24/7 video and text chat room, as well as a digital queuing system and easy-to-use applications. The magazine noted that AUB is recognized because of its outstanding performance and achievements and by scoring well in investment in technology, introduction of new innovative digital services, use of technology to enhance customer experience, value driven business philosophy and strategic vision.

AUB was granted this award after the magazine's research team scrutinized the nomination to ensure that it meets the specific criteria for an award in the selected category.

Commenting on this achievement, Tareq Muhmood, AUB Acting Chief Executive Officer said: "We are delighted to receive this award, which manifests our success in continuously enhancing and improving our banking services. This increases the satisfaction of our customers and adds value to their banking transactions. AUB will continue to keep pace with the latest technological developments in banking services to help us provide advanced services at the highest standards of quality and excellence. We are continuing to achieve our strategic goal of practical and effective digital transformation as we have many initiatives that will be launched soon".

Ranjan Sen, General Manager of Retail Banking at AUB, said: "This award reflects the great progress we have achieved on the path of digital transformation. The digital element is being integrated into all customer journeys so that AUB customers have a seamless, technology assisted experience benchmarked to the best of global practices. This branch serves as a robust milestone, and as we continue to evolve and grow our digi-



Tareq Muhmood receiving the award in the presence of Ranjan Sen and Mishari Al-Jassim

tal capabilities, this branch too is evolving and growing. As we contribute to providing sophisticated and time-saving services, we are working to transform all other branches to have them offer such digital banking services".

Mishari Al-Jassim, Deputy General Manager of Retail Banking at AUB said: "Receiving this award is a true recognition of the various efforts by AUB to achieve digital transformation that includes added-value for all customers. The AUB digital branch at the Avenues Mall is equipped with the latest technologies, including a digital queuing system to inform customers via their mobile phones when it is their turn to be served. The branch also provides self-service devices that enable customers to carry out their banking transactions easily and safely in a few minutes. The branch also pro-

vides tablets and smart screens that allow customers to browse the Bank's social media platforms, as well as explore offers and services provided by AUB. AUB is the only Bank in Kuwait that has branches opening six days a week at commercial complexes, which the Avenues Mall and Boulevard Salmiya. Moreover, the branch contains advanced ATMs in addition to a 24/7 video and text chat room which provides the Bank's customers the privacy to have direct voice or video chat with the AUB's customer service to provide the customer with guidance and assistance for any inquiries or needs. Children accompanying customers may enjoy digital games available on the self-service devices while their parents are carrying out their banking transactions, which is the first of its kind in Kuwaiti banks".

GOVERN, UIC hold governance program

KUWAIT: In collaboration with GOVERN Center - a niche advisory and research center specializing in economic and corporate governance in emerging markets - UIC's investment studies center organized a specialized training program on governance and stewardship on Oct 7-8, 2019. The program was presented by Alissa Amico, a governance expert and former governance advisor at

OECD, with the participation of a number of investment and financial companies operating in Kuwait.

UIC's technical support manager and acting GOVERN director Fadwa Darweesh said this training program is part of programs UIC regularly organizes to meet the needs of investment and financial companies. Darweesh added that investment and financial companies have been focusing on governance applications in recent years as supervising investors' interests has been gaining significance, in view of the restructuring of the Kuwait stock exchange. Special certificates were distributed to participants on the conclusion of the program.



Eurozone turns heat on Dutch, Germans to spend more

LUXEMBOURG: Germany and the Netherlands, which run budget surpluses, should invest more to help boost economic growth at home and throughout the euro zone, top euro zone officials said yesterday, echoing a call from the European Central Bank last month.

Eurozone economic growth is slowing as its biggest economy, Germany, teeters on the brink of a recession, keeping inflation subdued. But despite an ECB call for a fiscal stimulus, the eurozone is not planning any concerted action. Instead, top eurozone officials put pressure on Germany and the Netherlands to use their "fiscal space" - EU jargon for sound public finances - to invest more

and boost growth in their own economies and in the whole eurozone.

"There are two kinds of countries - those who need to go further with their fiscal efforts and those who need to invest in growth. Namely Germany and the Netherlands have to understand that, because it is in their own interest and in the collective interest of the eurozone," European Commissioner for Economic and Financial Affairs Pierre Moscovici said. In a discussion paper, the European Union's executive arm said the slowing euro zone economy needs pre-emptive fiscal stimulus or it will face a long period of low growth and that economic activity will not rebound this year.

The chairman of the 19 ministers representing eurozone countries, Mario Centeno, said fiscal policy in the euro zone should respond to the economic situation. "The fiscal stance must play together with the economic conditions of the eurozone," Centeno told reporters. "We need to look carefully ...who has fiscal space to act and ... who does not, (so that they) continue to reduce their debt." — Reuters