

## COMPANY NEWS

Sofia, 17 September 2020

### **Nova Brasilia coffee celebrates production of its 500 millionth pack for the Bulgarian market**



JACOBS DOUWE EGBERTS (JDE), a global coffee and tea company, today celebrated the production of the 500 millionth Nova Brasilia coffee package at its international manufacturing facility in Kostinbrod during a small ceremony, held under strict COVID-19 social distancing protocols, attended by members of the Bulgarian diplomatic community. The pack was presented as a gift to the mayor of Kostinbrod, Mr. Traiko Mladenov, in recognition of the 25 years of partnership between JDE and the city.

Among the attendees was H.E. US Ambassador, Mrs. Herro Mustafa; Deputy Ambassador of the Netherlands, Mr. Jurrien van der Horst; Deputy Minister of Economy, Mr. Stamen Yanev; and the Mayor of Kostinbrod, along with selected JDE leaders and other members from the Bulgarian diplomatic community.

Following a virtual tour of the coffee facility, attendees were briefed by the Institute for Market Economics on their recent study which demonstrates JDE's positive economic impact for Kostinbrod and the surrounding community.

During her visit, H.E. U.S. Ambassador to Bulgaria, Mrs. Herro Mustafa, said: *"I enjoyed my visit to the Dutch-American Jacobs Douwe Egberts Peets' plant today with my Dutch colleagues. JDE Peet's is the world's largest pure-play coffee and tea company and operates in over 100 countries. They have invested millions of dollars in the last 25 years in their Kostinbrod factory and employ 84 local employees to make coffee that is consumed throughout the region. I am proud to see American-invested companies like JDE Peet's working in Bulgaria for the benefit of us all."*

Born in 1991, Nova Brasilia is the market leader for Bulgarian Roast and Ground coffee and awakens Bulgarian coffee lovers each day. Established in 1995, the Kostinbrod coffee plant has enjoyed extensive growth over the years and today plays a key role in the global supply network for JDE, exporting iconic coffee brands to more than 10 countries including Germany, Greece and Romania.

*"Nova Brasilia coffee is a source of local pride for all of us at JDE. Since the Kostinbrod factory became a member of the JDE family, we have invested more than BGN 5,6 million in the expansion and modernisation of the now international facility, creating an internal benchmark for manufacturing efficiency and team engagement within our network, serving nearly 10 million households annually across Central and Eastern Europe."*, said Chris Brighton, VP Global Research, Development and Operations. *"I am extremely proud of the discipline this team continues to show, role modelling a safety-first culture and their agility to ensure we continue to serve our international and domestic customers growing demand for packaged coffee even during the high of the COVID-19 lockdown measures."*, he added.



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**About JDE**

JDE is part of JDE Peet's, the world's largest pure-play coffee and tea company, headquartered in The Netherlands. For more than 265 years, JDE has been inspired by the belief that it's amazing what can happen over a cup of coffee or tea. Today, JDE unleashes the possibilities of coffee and tea in more than 100 developed and emerging markets, through a portfolio of over 50 brands that collectively cover the entire category landscape led by leading household names such as L'OR, Jacobs, Senseo, Tassimo, Douwe Egberts, Old Town, Super, Pickwick and Moccona.