



Grupo Nutresa has partnered with Starbucks Coffee Company and the Mexican company Alsea to develop and operate Starbucks coffee stores in Colombia.

Colcafé, a subsidiary company of Grupo Nutresa S.A., has signed an agreement with Starbucks Coffee Company to produce and supply roasted coffee to Starbucks stores, becoming the first roaster in Latin America.

Medellín, August 26th, 2013 – Grupo Nutresa has proudly partnered with Starbucks and Alsea to develop and operate Starbucks coffee stores in Colombia, offering to Colombian consumers a unique and differentiated experience around coffee, the first units are expected to open in 2014. In addition to this important announcement, our subsidiary company Colcafé has also signed an agreement with Starbucks Coffee Company to produce and supply coffee to the stores.

Grupo Nutresa, as announced in the past few days, has the intention to participate in the growing retail segment of meals offered outside home, and created recently the Vice-presidency of Consumer Retail. The organization started in this line of business 3 years ago, first with Bon Ice Cream in Dominican Republic and later with Pops Ice Cream in Central America, a successful strategy that has led to the consolidation of a network of about 500 ice cream parlors. And now, we are commercial partners to operate Starbucks coffee stores in Colombia, with a participation of 30%.

We highlight this significant alliance and the business vision of the partners backing this initiative; Starbucks is the premier roaster and retailer of specialty coffee in the world with more than 19.000 stores globally, delivering to its consumers a unique experience around coffee, together with Alsea, a leading Mexican restaurant operator in Latin America, with a strong track record and success operating Starbucks coffee stores in Latin American markets. Grupo Nutresa and its subsidiary company Colcafé are joining into this partnership to offer their local market knowledge and their expertise to produce coffee.

“The opening of the stores constitutes great news to Colombia in terms of investments and to consumers who will enjoy the Starbucks Experience. Also, this announcement represents to the Colombian coffee farmers new opportunities as coffee suppliers to this world class player in its Colombian stores and its global network. We will contribute our skills for the success of this operation that will be very positive for the country and our company”. Carlos Enrique Piedrahíta A., President Grupo Nutresa S.A.

Note: We're annexing to this correspondence the information published by Starbucks Coffee Company, document that we invite to read

Communication Issued by Grupo Nutresa