

# Grupo Nutresa, behind the Opening of the First Starbucks store in Colombia

After formalizing the alliance of *Grupo Nutresa S. A.* with Starbucks and the Mexican firm *Aalsea* nearly one year ago, today the first of several stores of the North American chain opens its doors in Colombia.

For nearly ten years, *Colcafé*, a *Grupo Nutresa S. A.* subsidiary, has been a supplier to Starbucks, which means that consumers can enjoy the best Colombian coffee in the Starbucks stores nationwide.

The arrival of Starbucks is accompanied by the implementation of social programs to develop competencies and skills in young students in the country.

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**Medellín, July 16, 2014** – After signing its partnership with Starbucks and *Aalsea* to install and operate the Starbucks stores, *Grupo Nutresa* announces the opening of the first store of the United States chain, which is located in the iconic *Parque 93* in Bogotá, and which will offer consumers a unique, differentiated experience around coffee.

In this society, *Grupo Nutresa* – through its subsidiary *Colcafé* – not only contributes to the production and supply of coffee with which the stores will be supplied nationwide, but also gives all its knowledge of the local market and consumers.

*Grupo Nutresa* thus continues venturing into the market for food consumption outside the home. It entered this business more than three years ago, first through the acquisition of *Helados Bon* in the Dominican Republic and then in Central America with the purchase of *Helados Pops*, in a successful strategy that has led it to consolidate a network of nearly 500 ice cream parlors.

The opening of the first store in Colombia comes with the design and implementation of a project that seeks to benefit the local communities where Starbucks operates. Lead by *Fundación Nutresa*, this strategy begins with the implementation of a training program aimed at young students in the country, which will enhance their leadership skills and through which they can become role models within their communities. The first beneficiaries of this program, funded by Starbucks, *Aalsea* and *Grupo Nutresa*, will be nearly 350 students from *Colegio Técnico Comercial Manuela Beltrán* in Bogotá.

This initiative also has the commitment of employees from the three companies who will voluntarily become mentors of the students and guide them in implementing their ideas and projects.

*Grupo Nutresa* again highlights the power of this great partnership and the vision of the business partners that support it. Starbucks is the most important coffee company in the world, with more than 20,000 stores globally, in which consumers have unique experiences around coffee. Meanwhile, *Aalsea*, a Mexican company, is the leader in the operation of restaurants in Latin America and has the great experience and success in operating Starbucks stores in Latin American markets.

Regarding this opening, Carlos Ignacio Gallego Palacio, *Grupo Nutresa S. A.* CEO stated, “For us, it is a matter of pride that Colombia is the first Latin American country where the entire line of coffee that Starbucks will serve is 100% Colombian, and this is processed by our subsidiary *Colcafé*. We also believe that thanks to our knowledge of the market and local consumers, our extensive experience in the coffee

*business and our successful management of leading brands in different categories in Colombia, Starbucks will achieve a leading position in the domestic market.”*

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