


Product name	NESCAFÉ DOLCE GUSTO <i>Cappuccino Skinny</i>		
Strategic objective	Drive cup consumption		
Consumer insight	"I enjoy Cappuccino but I wish I can find one that fits my diet"		
Target audience	Age	45 – 64	
	Gender	Female	
	Time of consumption	In the morning	
	User	Medium	
Technical product description	Cappuccino in its Skinny low fat version. (49 calories a cup, unsweetened)		
Consumer product description	Also known as "a little kick with lots of froth", this is a shot of rich espresso topped with frothy milk low in fat. Now you can enjoy our delicious Cappuccino without feeling guilty.		
Method of Preparation	Extract hot water at 40ml (Genio level 1). Milk capsule at 200ml (Genio level 6). Coffee + Milk = 240ml		
% MC (Z-EUR)	See latest local MC file		
TP	See latest local TP file		
Pantone colorcode	Pantone 397C		
Production site	Tutbary, England		
Globe codes	12139446 NESC DLC GST Skinny Capp 16Cap3x161.6gCA 12051233 NESCAFE DLC GST Skny Capp16Cap3x161.6gGB 12199167 NESC DLC GST Skny Capp 16Cap 3x161.6g QQ 12120398 NESC DLC GST SknyCapp 16Cap 3x161.6gN1XG 12120397 NESC DLC GST SknyCapp 16Cap 3x161.6gN1XI 12107628 NESC DLC GST Skinny Capp 16Cap3x161.6gXQ 12200840 NESC DLC GST Skinny Capp 16Cap3x161.6g XR		

Precio Lista: \$3.288

VALORES MEDIOS	por 100g	por 100ml	por taza
Valor energético	1.377 kJ / 328 kcal	88 kJ / 21 kcal	211 kJ / 50 kcal
Grasas	6,6 g	0,1 g	0,2 g
de las cuales saturadas	3,0 g	0,0 g	0,1 g
Hidratos de carbono	34,1 g	2,9 g	7,1 g
de los cuales azúcares	34,1 g	2,9 g	6,9 g
Fibra alimentaria	13,4 g	0,1 g	0,3 g
Proteínas	26,0 g	2,0 g	4,8 g
Sal	0,80 g	0,07 g	0,18 g