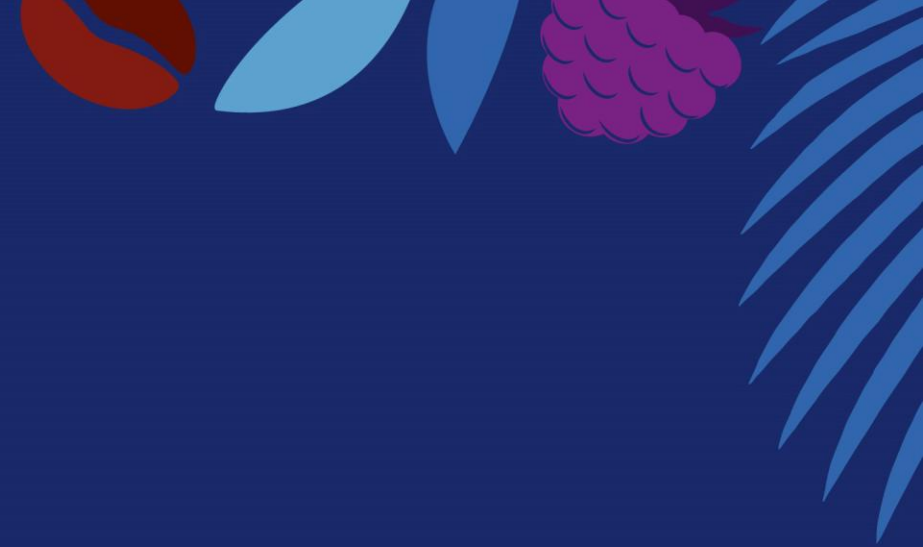




Company Presentation

Last update September 2026



01

About Mövenpick

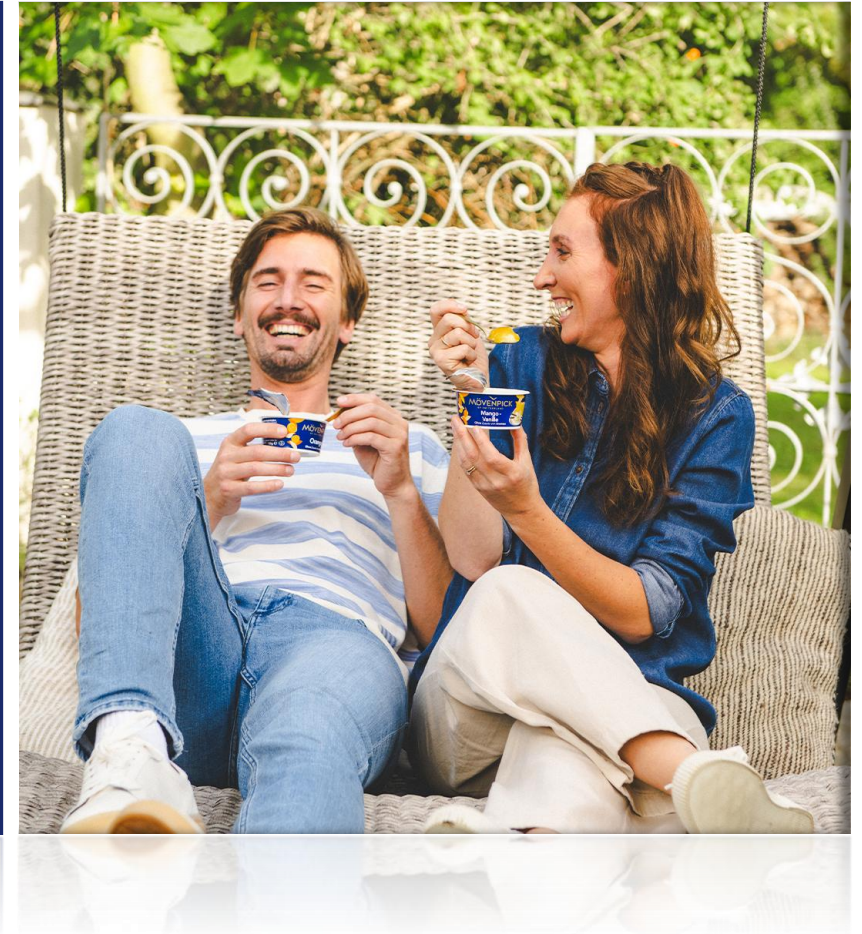


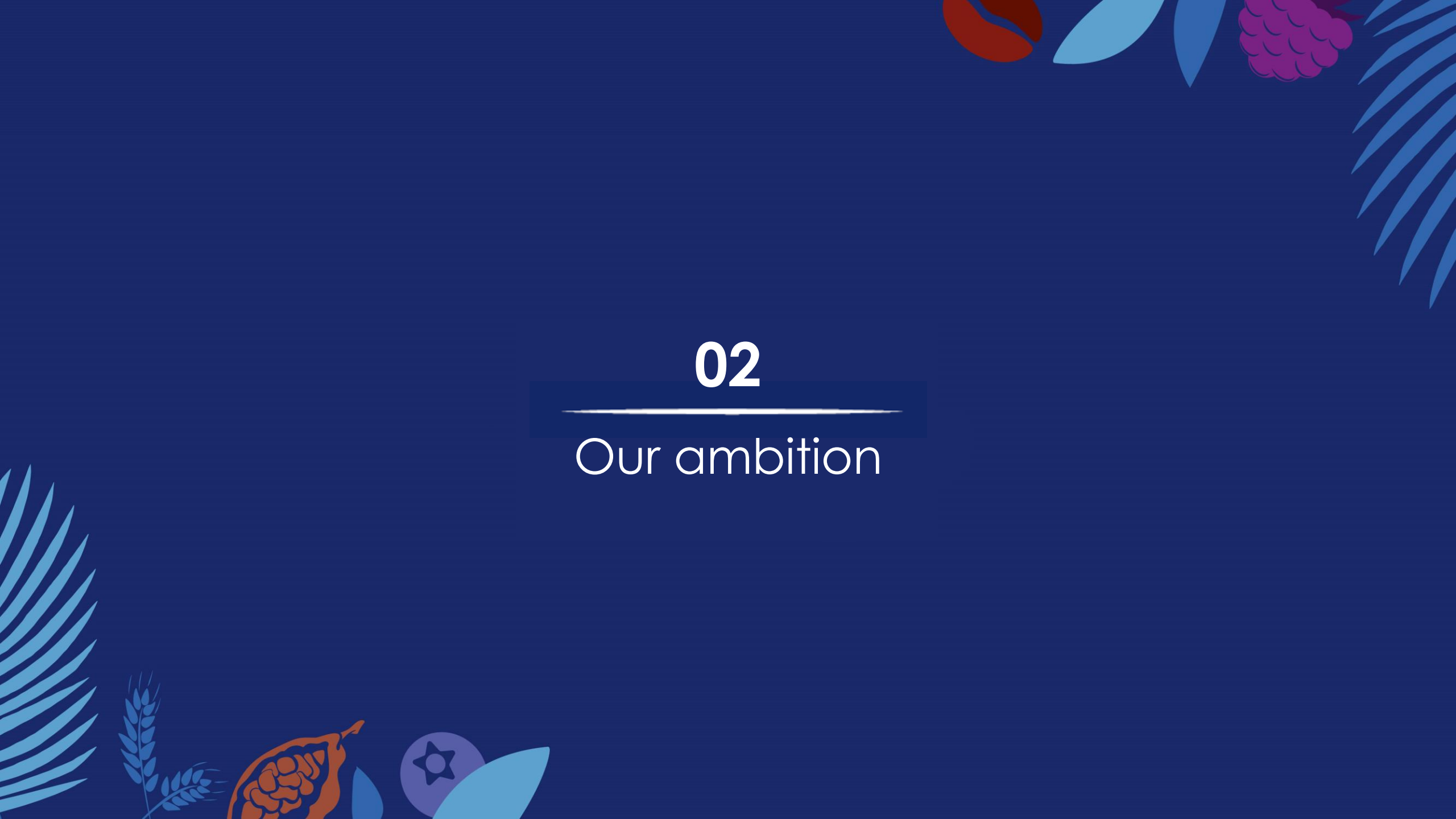
Our Mission



At Mövenpick, we are committed to crafting
premium, high-quality food that
brings **joy** to people.

We blend **excellence** with **indulgence**,
creating '**best taste**' experiences that inspire
happiness and **delight** in every bite.



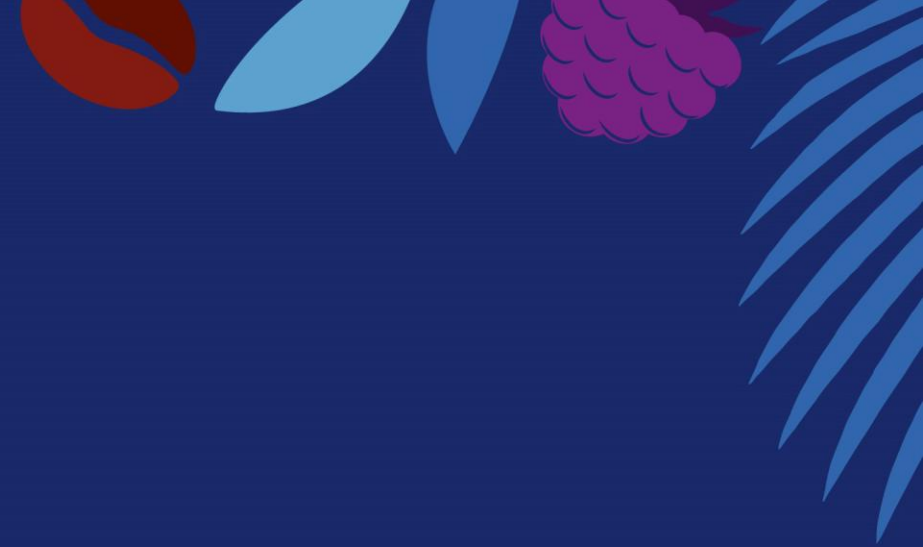
The slide features a dark blue background with stylized botanical illustrations in the corners. The top right corner includes a red coffee bean, light blue leaves, a purple raspberry, and a blue fern frond. The bottom left corner features a blue fern frond, a wheat stalk, an orange chili pepper, a purple star-shaped fruit, and a light blue leaf.

02

Our ambition



‘We aspire to be the
**leading, multi-category,
premium food brand,**
renowned for delivering the
best taste.’



03

Mövenpick Heritage



since 1948



"We don't do anything extraordinary; we're simply successful because we do ordinary things in an extraordinary way."

Ueli Prager - Founder

Key milestones in the history of Mövenpick



Opening of the first Wine store, marking the brand's entry into wine retailing



Introduction of Mövenpick Ice Cream, which would become a globally recognized product



Expansion of the fine food assortment, including jams, spreads, and other gourmet products.



Mövenpick Ice Cream brand sold to Nestlé, but Mövenpick Fine Foods continues to operate independently

MÖVENPICK

1948

1962

1963

1968

1973

1987

1995

2003

2025



First restaurant opens in Zurich, pioneering a new style of modern hospitality



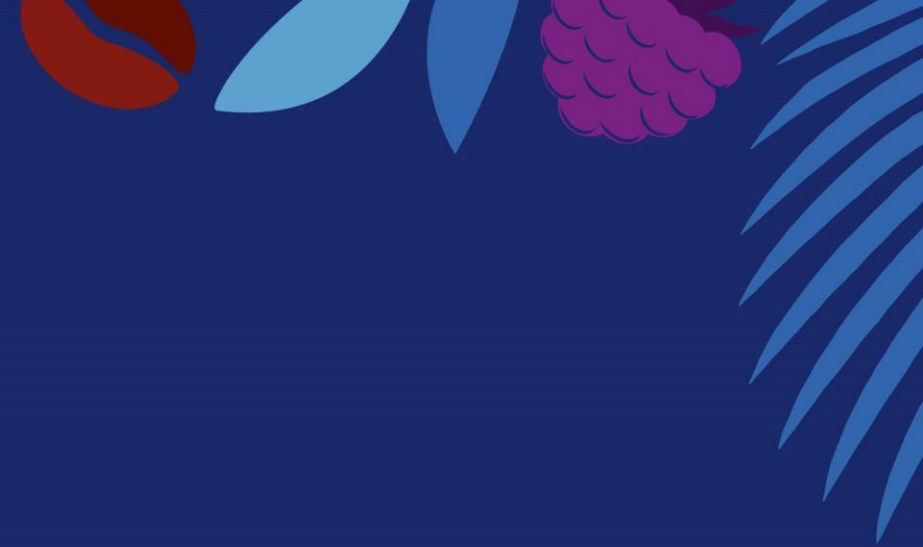
Launch of Mövenpick Coffee, establishing the Mövenpick Fine Foods business segment



Establishment of Mövenpick Hotels & Resorts, with two hotels opening near Zurich



Launch of dairy products, such as creamy yogurts



04

The Mövenpick Brand



Overview Mövenpick brand ownership



Brand owner

MÖVENPICK
— FINE FOOD —

MÖVENPICK
WEIN

Mövenpick Holding AG



MÖVENPICK

Société des Produits Nestlé S.A.



Accor SA

Licensees

J.J. DARBOVEN



UCC
Every coffee, every moment



WeserGold



FRONERI

MÖVENPICK
HOTELS & RESORTS

Mövenpick Fine Food - Brand Positioning

Consistent focus on the core driver

Passionate for best taste is at the heart of Mövenpick and shapes everything we do, from product development to communication.

At the same time, Mövenpick is embracing the idea of a “**clear conscience**” to help consumers make **healthier** and **more sustainable** choices.

By **working closely** with our partners to **select** ingredients, **develop** recipes, and **oversee** production, Mövenpick ensures the **quality** and **outstanding taste** of its products.



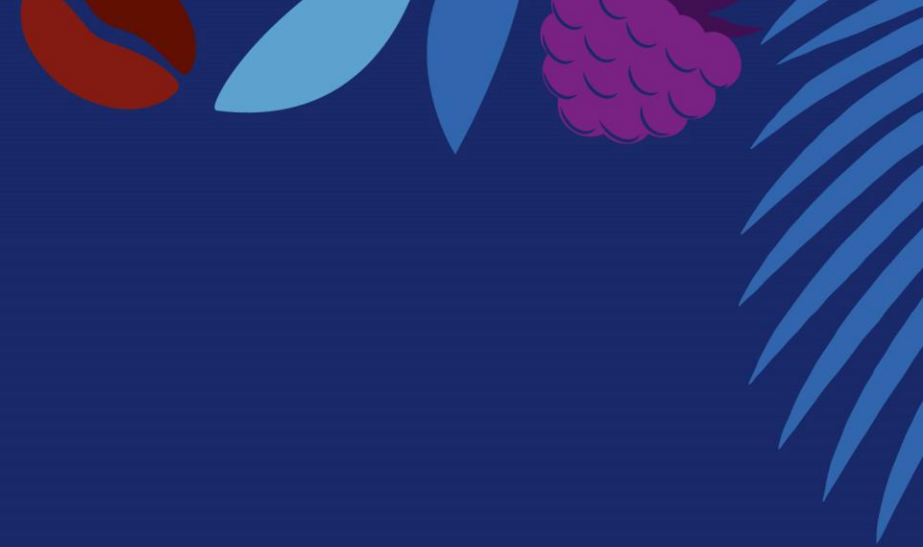
Why Mövenpick



We craft indulgence by turning the everyday into moments of pure delight.

The purpose of Mövenpick Fine Food is to create premium, high-quality food products that deliver exceptional and authentic taste, rooted in over 70 years of Swiss culinary tradition. Driven by passion and innovation, Mövenpick focuses on using natural, unprocessed raw materials and careful craftsmanship to develop unique recipes that offer consumers a superior taste experience.





05

The Mövenpick Portfolio



Roasted Coffee – Ground Range

Shelf Life: 17 months ♦ Origin: Germany ♦ Storage: Ambient <+20 °C



Roasted Coffee – Beans Range

Shelf Life: 15 months ♦ Origin: Germany ♦ Storage: Ambient <+20 °C



500 g

500 g

500 g



1000 g

1000 g

1000 g

1000 g

1000 g

1000 g



Roasted Coffee – Capsules Range

Shelf Life: 18 months ♦ Origin: Netherlands ♦ Storage: Ambient 18-22 °C



ESPRESSO

Lungo



Roasted Coffee Range

Shelf Life: 18 months ♦ Origin: Switzerland ♦ Storage: Ambient <+20 °C



Drip
70 g



Beans

Ground

500 g



Beans

500 g



500 g



500 g



500 g



1000 g



1000 g



1000 g



1000 g



Roasted Coffee – Capsules Range

Shelf Life: 24 months ♦ Origin: France ♦ Storage: Ambient 18-22 °C



ESPRESSO



Lungo



Bulk





Instant Coffee Range

Shelf Life: 36 months ♦ Origin: Belgium ♦ Storage: Ambient <+20 °C



1.8 g



100 g



200 g





Yoghurt - Moments of Joy 100g Range

Shelf Life: 9 months ♦ Origin: Germany ♦ Storage: Chilled +8 °C



STRAWBERRY



**PEACH-
PASSIONFRUIT**



RASPBERRY



SWEETENED



BLUEBERRY



**MANGO-
APRICOT**





Yoghurt – Greek Style 100g & 400g Range

Shelf Life: 9 months



Origin: Germany



Storage: Chilled +8 °C



PLAIN



MANGO-
VANILLA



FOREST
FRUIT



STRAWBERRY



PLAIN



MANGO-
VANILLA



VANILLA



Drink Greek Style 200ml Range

Shelf Life: 9 months



Origin: Germany



Storage: Ambient +4-25 °C



PLAIN



STRAWBERRY



COCONUT



Iced Coffee 220ml Range

Shelf Life: 9 months ♦ Origin: Germany ♦ Storage: Chilled +8 °C



SALTED CARAMEL

MACCHIATO

CAPPUCINO

ESPRESSO



Pudding 150g Range

Shelf Life: 6 months



Origin: Germany



Storage: Chilled +8 °C



SWISS CHOCOLATE



BOURBAN VANILLA





ASSORTMENT 1

STRAWBERRY



BLUEBERRY & BLACK CURRANT



CHERRY



PEACH & PASSION FRUIT



ASSORTMENT 2

MANGO & VANILLA



RASPBERRY



CHOCOLATE



LEMON



ASSORTMENT 3

STRAWBERRY & RHUBARB



APRICOT



MANDARIN - LIME



GRAPE - BLACK CURRANT





Fruit Spreads 250g Range

Shelf Life: 12 months ♦ Origin: Germany ♦ Storage: Ambient <+25 °C



Hazelnut Spread 300g Range

Shelf Life: 16 months



Origin: Italy



Storage: Temperature controlled 16 - 20 °C



**HAZELNUT
SPREAD**



**HAZELNUT & MILK
SPREAD**



MÖVENPICK
— FINE FOOD —

