

# **19ENG230 -**

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## **BUSINESS COMMUNICATION**

### **PRESS RELEASE**

#### **Press Release :**

A press release is a written communication that reports specific but brief information about an event, circumstance, product launch, or other happening. It's typically tied to a business or organization and provided to media through a variety of means.

#### **The Goal of a Press Release :**

The main purpose of all press releases is to promote something significant and specific, and to do so clearly. Beyond that, a press release is a document that adheres to a strict format and serves three marketing and promotional purposes:

- To notify the media about an event in hopes that they will spread the word.
- To promote your business' appearance on the internet via blogs, websites, and social networks.

#### **Press Release Example :**

I have taken a example of Market press release for Nestle regarding a product release and written in my own words.

**FOR IMMEDIATE RELEASE**

**Press release  
Chennai, 30 April 2021**



## **Nestle announces the global launch of a new range of Starbucks products to enjoy at home**

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Nestle today announced the launch of a new range of coffee products under the Starbucks brand to be available globally. The wide range of products consists of 24 products which includes whole bean and roast and ground, and also it consists of capsules which are the first ever Starbucks capsules developed using Nespresso and Nescafé proprietary coffee and system technologies.

This is the first product launch since the two companies formally joined forces in August last year and created a global coffee alliance.

"Our two teams have done an outstanding job in just six months developing a range of new and exciting premium coffees, crafted with care and passion, combining Nestlé's coffee and system know-how with the Starbucks coffee, roasting and blending expertise," said Patrice Bula, Executive Vice President, Head of Strategic Business Units, Marketing, Sales and President of Nespresso. "With Nescafé, Nespresso and Starbucks, Nestle now has the best coffee portfolio to delight consumers around the world," he added.

In the coming days, Nestle will start rolling out these products in several markets across Asia, Europe, Latin America, Middle East and the U.S. Customers around the globe will be able to buy and enjoy their favourite Starbucks coffee at home when the products will become widely available in grocery stores and major online platforms.

"Today's announcement further extends the global outreach of Starbucks brand as we expand into new channels as part of a global coffee alliance with Nestlé."

The new range of coffee products includes a variety of signature Starbucks blends and single-origin coffees, as well as a selection of classic beverages such as Caramel Macchiato and Cappuccino.

All these products are made from 100% high-quality arabica coffee, ethically sourced from farmers in the world's premier coffee growing regions. Through the global coffee alliance, nestle has the perpetual rights to market Starbucks Consumer Packaged Goods and Foodservice coffee and tea products around the world, outside of Starbucks coffee houses and excluding Ready-to-Drink products.

The agreement will consolidate Nestle's leading position in the global coffee business while significantly strengthening Nestlé's coffee portfolio in North America.

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