

NESCAFE - LEADER AMONG COFFEE DRINKS

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The invention of Nestlé are continually changing world. Of course, towards perfection. One irrefutable proof of this is the wonderful products of Nescafé.

Its history began in the distant thirties, when representatives of Brazilian coffee Institute asked Nestlé to find a way to preserve and industrial processing coffee beans. While Nestlé was already a recognized leader in the field of development and production of food.

The whole problem was that Brazil, for years constantly faced with the question of overproduction of green coffee. This happened because of the lack of processing technologies, which watched as huge coffee stocks every year.

And here, for seven long years of laboratory experiments, a coffee guru Max Morgenthaler (Max Morgenthaler) with their assistants, again and again looking for how to prepare high-quality coffee and the preservation of its natural flavor. Failure is constantly interspersed with small discoveries, when finally, the answer was found!

Sharp April 1, 1938, the world first heard of the soluble coffee produced in industrial conditions. Of course, this was the Nescafé, whose name comes from the combination of simple words such as Nestlé and Cafe. The first production of the drink was launched at the factory in the Swiss town of Bam. This proved to be formidable date started the company in the production of the leadership of instant coffee.

Ukrnafta, Nescafé gradually begins its successful journey to peace. During the second world war this coffee was especially popular among the soldiers. Like all brilliant, it was the simplicity of preparation. Even more important advantages have become his exhilarating properties. Military campaigns of those years has helped the spread of the drink in Japan, and Oceania. The result has been the fact that in 50 years of Nescafé became the favourite drink of adolescents who, according to the tradition of those years, flocked to coffee shop to listen to favorite rock and roll.

To date, Nescafé is a recognized leader in coffee markets in more than 83 countries worldwide. On average, one second in the world around more than 4.500 cups Nescafé!