



Nespresso® is pleased to announce the June 2024 Vertuo Creatista National Promotion

Nespresso is offering a consumer promotion of 25% off all Nespresso® Vertuo Creatista by Breville machines and will offer margin support to qualifying retailers for qualifying sales when the terms of this promotion as described herein are satisfied (“Promotional Support”).

This offer applies only to Qualifying Nespresso® machine sales occurring **between Friday, June 7th and Monday, June 17th, 2024**, at 11:59 PM PST (the “Promotion Period”).

❖ **Qualifying Machines:**

- ALL Nespresso® Vertuo Creatista by Breville machines
- SEE ATTACHED LIST for qualifying machines and applicable Minimum Advertised Promotional Retail Price and Discounts

For avoidance of doubt, advertising under this Promotion includes, but is not limited to, print (including but not limited to newspapers, inserts, catalogs, magazines, mailers, flyers, and coupons), television, radio, and electronic commerce (including a retailer’s website, any other websites, email, and social media). Any price displayed within a brick-and-mortar retail location does not constitute advertising under this policy. Any price information relating to the QUALIFYING MACHINES on the Internet that can be accessed by a browser or other means of comparing prices constitutes advertising under this policy, provided, however, that: (a) actual selling prices may be provided to Internet shoppers by telephone or email responses, and (b) coupons may be provided to enable Internet shoppers to obtain a price at an online checkout that is below the suggested price.

❖ **Qualifying Sales:** Promotion applies only to sales

- In the United States
- From in-store /on-hand inventory, or a previously approved drop-ship arrangement
- Made at a Minimum Advertised Retail Price described in attached list
- Occurring during the Promotion Period
- That complies with all terms and conditions of this promotion

❖ **Restrictions:**

- **Promotional Support will not be honored for any sales that occur before or after the Promotion Period.**
- **Promotional Support will be based on the Nespresso® consumer promotion discount for qualifying machine.**




- **Promotional Support will be forfeited for sales of qualifying machine(s) if the Advertised Price for the qualifying machine(s) is below the Promotional Retail Price at any point during the Promotion Period. Violation of the Promotional Retail Price on any one machine shall not impact retailer’s ability to earn Promotional Support for sale of other qualifying machines. The Promotional Retail Price for each eligible machine for this Promotion Period is attached to these terms and conditions.**
- **This Promotion cannot be combined with any discount or promotion on any coffee capsule intended for use in any Nespresso® Original Line machine that is manufactured by a company other than Nespresso (otherwise known as a “compatible capsule”). Failure to comply with this Restriction may result in forfeiture of all Promotional Support during the Promotion Period.**

❖ **Brand Integrity.** Nespresso® offers Promotional Support to Retailers in order to maintain competitive pricing of Nespresso® products, drive sales of Nespresso® machines, and promote the overall Nespresso brand. Further, it is important to Nespresso® to avoid consumer confusion related to whether compatible capsules are endorsed by or affiliated with Nespresso®. Consistent with each of these objectives, it is a required condition of this Promotion that no compatible capsule(s) or advertisement of compatible capsule(s) may be positioned on or near a display of Qualifying Machines, either in store or in advertisement (whether printed or via ecommerce).

- In evaluating compliance with this requirement, Nespresso® will consider such factors as whether the positioning of the capsules and Qualifying Machines suggests endorsement by or affiliation with Nespresso®, and/or leverages the Qualifying Machine promotion for the benefit of the compatible capsule sales.
- In store, the compatible capsules must be at least 20 feet away from the Qualifying Machine; Retailers with stores not large enough to comply with this distance requirement should contact Nespresso® for preapproval of potential alternatives.
- Failure to adhere to this Brand Integrity requirement at any one or more retail locations may result in forfeiture of Promotional Support for sales of Qualifying Nespresso® Original Line Machines at all of Retailer’s retail locations for the Promotion Period. Compliance with this Brand Integrity requirement will be determined solely by Nespresso®.

SEE ATTACHED LIST OF ELIGIBLE MACHINES, MINIMUM ADVERTISED PROMOTION PRICE, AND ELIGIBLE DISCOUNT.

Nespresso by Breville Eligible Machines

 PRODUCT NAME	MODEL NUMBER	EVERY DAY SUGGESTED RETAIL PRICE	MINIMUM ADVERTISED PROMO PRICE 25% OFF SRP
Nespresso Vertuo Creatista Brushed Stainless Steel by Breville	BVE850BSS1BNA1	\$ 699.95	\$ 524.96
Nespresso Vertuo Creatista Black Truffle by Breville	BVE850BTR1BNA1	\$ 699.95	\$ 524.96
Nespresso Vertuo Creatista Sea Salt by Breville	BVE850SST1BNA1	\$ 699.95	\$ 524.96
Nespresso Vertuo Creatista Black Stainless Steel by Breville	BVE850BST1BNA1	\$ 699.95	\$ 524.96