



Philips Beverage Appliances Fact Sheet

Mission

To deliver meaningful solutions that matches the continuously evolving beverage preferences of consumers around the world, both in terms of the type and taste of beverages as well as the experience of preparing them.

Vision

Consumers around the world prefer a wide variety of beverages, and these preferences, will evolve continuously and vary by region and culture. Each of these consumers has a strong personal preference for the type of beverage and the way in which it is prepared.

Headquarters

Amsterdam, the Netherlands

Leadership

Philips Doorduijn, Executive VP & CEO BU Domestic Appliances
Vidya Sagar Gannamani, VP and Category Leader, Beverage Appliances

Markets

Global – current focus mainly on Western Europe

Strategic partnerships

Sara Lee (Douwe Egberts and Maison du Café)
InBev



Leading brands

Senseo®
Senseo® Latte Select
One-touch espresso makers
Perfect Draft

Performance

Undisclosed at category level
Consumer lifestyle performance available here

Products

	<p>Drip-filter Coffee Systems</p> <p>Philips range of drip-filter coffee makers makes good coffee easily.</p>
	<p>Senseo® Coffee Pod System</p> <p>The revolutionary SENSEO® coffee-making method draws the very best out of the Douwe Egberts coffee pods. The powerful machine makes up to 2 cups of coffee in less than a minute.</p>
	<p>One-touch Espresso Maker</p> <p>With the Philips one-touch espresso maker it's easy to enjoy a delicious cappuccino or latte macchiato whenever you want.</p>
	<p>PerfectDraft</p> <p>InBev and Philips have designed PerfectDraft, with a real tap handle, internal cooling, pump and 6-liter light metal keg. PerfectDraft keeps beer at the optimal conditions at a constant temperature of 3° Celsius. Once installed, the beer stays fresh for four weeks, bringing the great taste of draught beer into the home.</p>