



## 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><b>Drip-filter Coffee Systems</b></p> <p>Philips range of drip-filter coffee makers makes good coffee easily.</p>
	<p><b>Senseo® Coffee Pod System</b></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><b>One-touch Espresso Maker</b></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><b>PerfectDraft</b></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>