



DIA presents its range of coffee capsules

/ The company is entering this growing category, with options **compatible** with **Nespresso®** and **Dolce Gusto®** machines.



Buenos Aires, July 2021. In its constant search for innovative proposals, DIA Argentina has added **Cápsulas de Café** to its own-brand portfolio. Some are **of Italian origin** and are **compatible** with **Nespresso®** machines and others with **Dolce Gusto®** machines. Both at the best price on the market and available at all local shops and DIA online.

DIA is thus making inroads into the world of coffee capsules, a fast-growing segment. In the last year, consumption of this product increased by around 57% in units in the modern Argentinian channel*. And it is worth noting that in the Hot Sale 2021 it was one of the best-selling categories, ranking in the top 20**.

DIA is getting closer to its customers, bringing alternatives from Italy to suit all tastes: DIA's **Intenso and Supremo coffee** capsules come in **10-count** packs and are compatible with Nespresso®. Meanwhile, the Dolce Gusto® compatible capsules are available in the **Café con Leche and Cappuccino** varieties and come in **16-count packs**.

"We are focusing our efforts on improving the assortment of our DIA brand. Providing excellent value-for-money products such as coffee capsules enables us to remain part of our customers' routine. Whether they decide to start the day with a good coffee or take a break from the cold with a stronger one, they have an option for every occasion", commented the product managers of the category at DIA Argentina.



Compatible with Nespresso® machines

NESPRESSO® is a registered trademark owned by a third party unrelated to DIA ARGENTINA S.A. This indication is intended solely to identify the machines in which DIA% capsules can be used.

Compatible with Dolce Gusto® machines

Dolce Gusto® is a registered trademark owned by a third party unrelated to DIA ARGENTINA S.A. This indication is intended solely to identify the machines in which DIA% capsules can be used.

*DIA calculations based on data reported by Nielsen through the Scantrack service (YTD: Jan-May '21), for the Argentina market. (Copyright © 2021 Nielsen Consumer LLC.)

**Source: Nielsen Scantrack TOTALACV - Turnover - Supermarkets ONLINE Channel - Argentina (Copyright © 2021 Nielsen Consumer LLC.)