



JDE Brazil to acquire coffee brands from Cia Cacique

SÃO PAULO - January 23, 2017 - JACOBS DOUWE EGBERTS (JDE), announced today its intention to acquire in Brazil a portfolio of local brands from Cacique Company, including [Pelé](#), [Graníssimo](#) and [Tropical](#).

Subject to formal approval by Brazilian regulatory authorities, this acquisition will complement JDE Brazil's existing coffee portfolio and strengthen its leadership in core regions across the country. It represents an important step for JDE as it continues to evolve to meet the preferences of the Brazilian consumers and to live up to its belief that "Everyone deserves the coffee they love".

About JACOBS DOUWE EGBERTS (JDE) - The Netherlands-based global coffee and tea company serving consumers in more than 100 countries across Europe, Latin America and Australia. It's Brazilian portfolio today includes: Pilão, Damasco, Café do Ponto, L'OR, Caboclo and Seletto. Our promise - JACOBS DOUWE EGBERTS - A coffee for every cup. Read more at www.jacobsdouweegberts.com

About CIA CACIQUE – The largest Brazilian exporter of instant coffee with over 50 years of experience and expertise in the instant coffee business, its products are exported to more than 70 countries worldwide. This transaction will allow Cacique to focus on their core businesses. Read more at <http://www.cacique.com.br/>