

## **FRESHLY GROUND D.E. COFFEE IN BASIC-FIT'S BENELUX CLUBS**

Hoofddorp/Utrecht, 6 April 2017 - Basic-Fit and Jacobs Douwe Egberts Professional (JDE Professional) have signed an agreement to install the Bean, the latest addition to the D.E Coffee Kitchen family, in 85 large Basic-Fit clubs in the Netherlands and Belgium. Basic-Fit is continuously looking for ways to further improve and broaden the member experience. By offering high quality freshly ground coffee in an appealing and relaxing setting, members can make the most out of their club visit.

Marcel Boots, Innovation & Corporate Development Director at Basic-Fit: *"We have been investing a lot the past years in our formula and existing clubs as we want to make a visit to our clubs as pleasant as possible and offer our members more than just a great place to do their workout. We have been further developing our social corner concept; offering members a place to connect with others and relax. Coffee is an important social drink and with the D.E. Coffee Kitchen we invite members to stay a bit longer at our clubs and enjoy themselves."*

Pepijn Berendsen, National Account Manager at JDE Professional: *"It is important for athletes to relax and have informal contact with other athletes. A cup of coffee is the moment to do so. Our modern and luxurious self-service coffee corner the Bean enables Basic-Fit members to enjoy a range of premium coffee specials, hot chocolate and tea. We like to bring people together. Basic-Fit stands for clubs where everyone feels at home. This matches perfectly."*

At Basic-Fit, our members can choose to do their workout time-efficiently or take their time and relax before or after their workout in our social corner where they can sit down and enjoy a drink or a healthy snack. We are now adding high quality, freshly ground coffee to our offering. The Bean is a premium self-service coffee bar where our members can effortlessly make the greatest coffee specialties. From a powerful ristretto to a creamy latte macchiato chocolate. Always prepared from freshly ground beans and with real milk.

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### **About Basic-Fit**

Basic-Fit is the largest fitness operator in Europe, with 419 clubs in five countries and over 1.2 members. Basic-Fit operates a straightforward membership model and offers a high-quality, value-for-money fitness experience that appeals to the fitness needs of all active people who care about their personal health and fitness. A typical subscription costs €19.99 and gives people access to all our clubs in Europe and a pass which can be shared with family members.

### **About JACOBS DOUWE EGBERTS Professional**

JDE Professional Netherlands is market leader in the out-of-home segment for hot beverages. We are part of the global coffee- and tea company Jacobs Douwe Egberts B.V. (JDE), serving iconic brands in more than 100 countries worldwide, amongst which our exclusive out-of-home brands Piazza D'Oro and Laurentis. Our worldwide promise: "A coffee for every cup".

FOR MORE INFORMATION

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