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Coca Cola unveils new Costa Coffee range for European markets

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By **Kalyani Sharma** | May 28, 2020



coca-cola-unveils-new-costa-coffee-range-for-european-markets

> WordPress post #10838

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Launched in Bulgaria, Poland and Hungary, the range will soon be available in Greece, Switzerland, Romania, Croatia, Slovenia, Ireland and Northern Ireland with more to come in 2020.

Zoran Bogdanovic, CEO of Coca-Cola HBC stated, “This is an exciting move with an exceptional brand that continues to build the strength of our portfolio and business beyond the current crisis. We are delighted to be able to offer our customers an at-home Costa Coffee experience for their shoppers/consumers to enjoy. Building on the power of the Costa brand, we are working closely together with our customers in cafes, bars and hotels to offer Costa Coffee when safe to reopen. This move reinforces the strength, breadth and flexibility of our portfolio and marks the start of our long-term growth plan to provide Costa Coffee, whatever and wherever the occasion across all our 28 markets.”

Coca-Cola HBC’s offering will consist of a wide range of Costa Coffee blends and formats. The full range of Costa Coffee products will include whole beans, roast & ground coffee, coffee pods, Ready-To-Drink coffee and self-serve barista-quality coffee on-the-go, via Costa Express machines. Although opening new franchise coffee shops is not part of these plans, current Costa Coffee franchisees stores in some of these countries play an essential role in building and strengthening brand recognition.

Jill McDonald, CEO of Costa Coffee said, “Costa Coffee’s mission is to inspire the world to love great coffee. Today’s launch with Coca-Cola HBC will disrupt and redefine how and where people can enjoy coffee in our European markets, combining the marketing expertise, European scale and distribution credentials of Coca-Cola HBC, with Costa Coffee’s expertise in coffee. The

entire range, including our coffee pods and Ready-To-Drink coffee, have all been expertly crafted by Gennaro Pelliccia, our Master of Coffee and use Rainforest Alliance Certified coffee beans, used in all of Costa's coffees across the world. Despite the challenging times we find ourselves in, we are very excited to provide consumers with new ways to enjoy a Costa, whatever the occasion."

Gordon Mowat, Managing Director Costa Coffee Europe and MENA said, "Today's launch in Bulgaria, Poland and Hungary marks the start of a very exciting partnership between Costa Coffee and Coca-Cola HBC. As we celebrate the launch of a great range of products for consumers to enjoy, we continue to look at how we bring relevant coffee innovation to our key European markets and look forward to sharing more information over the coming months."

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