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TATA Starbucks sets first Island store in Alibaug

Located at a vantage spot at the M2M ferry terminal in Alibaug, the new store will present Starbucks coffees sourced and brewed from around the world

By **Shraddha Warde** | October 19, 2023



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TATA Starbucks announced the opening of its first island store at the picturesque seaside destination, Alibaug. The new customised store format is aimed to introduce Starbucks' high-quality Arabica coffees to local customers and meet the demand from global travellers to the city looking for their favourite Starbucks beverage while away from home.

Located at a vantage spot at the M2M Ferry Terminal in Alibaug, the new store will present Starbucks coffees sourced and brewed from around the world. The menu will also feature Starbucks locally-inspired offerings including South Indian Filter Coffee, Masala Chai, Elaichi Chai, a range of Signature Milkshakes and food options, such as Tandoori Chicken Panini Sandwich, Spiced Cottage Cheese Focaccia Sandwich, Herbed Chicken Focaccia Sandwich and more.

Surrounded by the sounds and vistas of the Arabian Sea, the first Starbucks Island store aims to provide a distinct Third Place experience to Indian customers. Spread across 2,500 sq. ft. and embodying the relaxed spirit of Alibaug, this store’s warm and inviting ambience is a tribute to its setting. It has been designed with captivating artworks that pay homage to Starbucks's nautical origins and celebrate the rich tapestry of maritime mythology. Striking depictions of Moby Dick, the legendary white whale, adorn the walls, symbolising the quest for excellence.

Michael Conway, Group President for Starbucks International and Channel Development shares, “I’m pleased to see how Indian customers have made Starbucks their destination for moments of human connection either with our green apron partners or family and friends in our stores. As one of the fastest growing markets for Starbucks, we are committed to innovation that exceeds the expectations of our customers and to nurture deeper connections across India's vibrant coffee communities.” Over the past decade, TATA Starbucks has played a pivotal role in elevating the coffee and retail experience in India. In the past year, Starbucks has expanded to 15 cities, opening 71 stores, and currently operates 370 stores in the market. With 40,000 weekly visitors to its stores, the brand remains committed to reaching new customers through craft and convenience as it expands to cities and neighbourhoods across India. Speaking about

creating lasting consumer experiences, Emmy Kan, President, of Starbucks Asia Pacific shares, “At Starbucks, we prioritize our customers and their evolving tastes, hence featuring the best of Starbucks coffees globally as well as locally inspired food and beverage experiences here. Through this store, which is also the first ever Island Store in India, we aim to catalyze the growing demand for new and unique experiences, while continuing to present our customers with a warm and welcoming Starbucks experience.”

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