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Third Wave Coffee launches Third Rush

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By **Sanjiv Das** | April 24, 2026



Third Wave

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Third Wave Coffee has announced the launch of Third Rush, a bold new dessert brand designed for impulse, indulgence.

Rajat Luthra, CEO, Third Wave Coffee, said, “With Third Rush, we’re building something that goes beyond dessert as a category and instead focuses on dessert as an experience.

At the heart of Third Rush is a menu that feels both comfortingly familiar and excitingly new - a curated mix of throwback favourites, crowd-pleasers, and playful, new-age indulgences.

Launching first in Bengaluru, Third Rush will soon expand into Third Wave Coffee cafés across the country, adding a new dimension to the brand’s already strong community-driven approach.

Read online: https://nuffoodsspectrum.in/news/30/23361/third-wave-coffee-launches-third-rush.html
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