

Nestlé rolls out first Starbucks-branded products after licensing deal

Nestlé has announced the global launch of a new range of coffee products under the Starbucks brand. The new range consists of 24 products, including whole bean and roast and ground, as well as the first Starbucks capsules developed using Nespresso and Nescafé Dolce Gusto proprietary coffee and system technologies.



The Starbucks products will be widely available in grocery stores and major online platforms, with rollout occurring shortly in several markets across Asia, Europe, Latin America, Middle East and the U.S.

This is the first product launch since the two companies formally joined forces in August last year and created a global coffee alliance. Through the global coffee alliance, Nestlé has the perpetual rights to market Starbucks Consumer Packaged Goods and Foodservice coffee and tea products around the world, outside of Starbucks coffee houses and excluding Ready-to-Drink products.

"Our two teams have done an outstanding job in just six months developing a range of new and exciting premium coffees, crafted with care and passion, combining Nestlé's coffee and system know-how with the Starbucks coffee, roasting and blending expertise," said Patrice Bula, executive vice president, head of strategic business units, marketing, sales and president of Nespresso.



Nestlé enhances supply chain transparency by sharing list of suppliers

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The new range of coffee products includes a variety of signature Starbucks blends and single-origin coffees, as well as a selection of classic beverages such as Caramel Macchiato and Cappuccino.

"We are very pleased to be able to provide our premium high-quality Starbucks coffees to customers at home across the world's most popular single-serve platforms, the Nespresso and Nescafé Dolce Gusto systems," said John Culver, group president, Starbucks International, channel development and global coffee and tea.

"Today's announcement further extends the global reach of Starbucks brand as we expand into new channels as part of a global coffee alliance with Nestlé."

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