

COSTA[®]
COFFEE

CRAFTING OUR FINEST COFFEE

WITH AWARD WINNING INNOVATION



CRAFTING GREAT COFFEE

SERVING OUR FINEST COFFEES FOR 53+ YEARS

It began in 1971, when Bruno and Sergio Costa, two Italian immigrants, opened their first roastery in London to supply local hotels, caterers and Italian specialty coffee shops, delivering in converted taxi cabs.

Their relentless dedication to innovation and perfection, which some might describe as bordering on obsession, culminated in the creation of Mocha Italia. This signature blend, loved worldwide, serves as the foundation for all of Costa's espresso-based beverages.

Over ensuing decades, Costa has delivered their distinct richness to coffee lovers all over the world, growing its footprint to

50+ Countries
4,000+ retail stores
14,000+ Express Machines

We remain obsessively committed to our quest for the perfect cup of coffee, our **precise slow roasting methods ensure every single cup has the same rich flavor, pleasing aroma, and smooth taste you've come to expect from our coffee.** We are committed to sourcing sustainably - our whole bean and ground coffee are Rainforest Alliance Certified¹.

Our passion for great tasting coffee is rooted in everything we do, and it shows - in 2025 we were voted the **Nation's Favorite Coffee Shop for the 15th time in the UK**, via a World Coffee Portal survey.



¹learn more at ra.org

A COFFEE FOR **EVERY** OCCASION

COSTA COFFEE IS A TOTAL COFFEE COMPANY

We offer a variety of options to meet a consumer's every need. From the groundbreaking and award winning Smart Café swathed in our equally iconic Costa Red to our newest US offering, Cold Brew, there is a coffee solution for every time of day.

Costa Coffee is globally beloved creating fans out of consumers in every market the brand enters.



However, despite our global reach, our approach is one of localization and adaptation to local market needs and taste as evidenced by the nuances in our offerings – from Japan and Middle East to Europe, and North America.

As a total coffee company, we have a full range of flexible options for our customers, including served and self-serve propositions for every consumer occasion:

AltoX1 Smart Café

Award winning innovation - available 24/7

Innovative Counter-top Equipment

Delicious drinks at the touch of a button

Retail and Franchise

Bringing Costa Coffee to new locations

We're Serving

Our delicious range served in your café

At Home

Be your own barista

Cold Brew

The great taste of cold brew, without the hassle

We want to uplift your consumers with a new coffee experience, while revitalizing the category for our food service operators, along with your sales and profits.

DRIVING **GUEST LOYALTY** **LODGING**

ELEVATE YOUR GUESTS' EXPERIENCE AND UNLOCK NEW REVENUE OPPORTUNITIES

From the very first greeting, to ensuring a bright and energized start to their day, partnering with Costa Coffee enables you to craft an exceptionally uplifting experience for your guests while simultaneously tapping into new revenue channels.

Leveraging our meticulously slow-roasted beans paired with state-of-the-art equipment, you're empowered to provide an unparalleled and memorable coffee experience, throughout every corner of your property.

With our extensive array of both served and self-service solutions, you can position your brand at the forefront of exceptional coffee offerings.

This strategic partnership paves the way for elevating guest satisfaction and attract new customers, fostering enduring loyalty across your entire portfolio.

LOBBY

Delight guests with café-quality beverages, served in less than 90 seconds at the touch of a button.

RESTAURANT / BAR

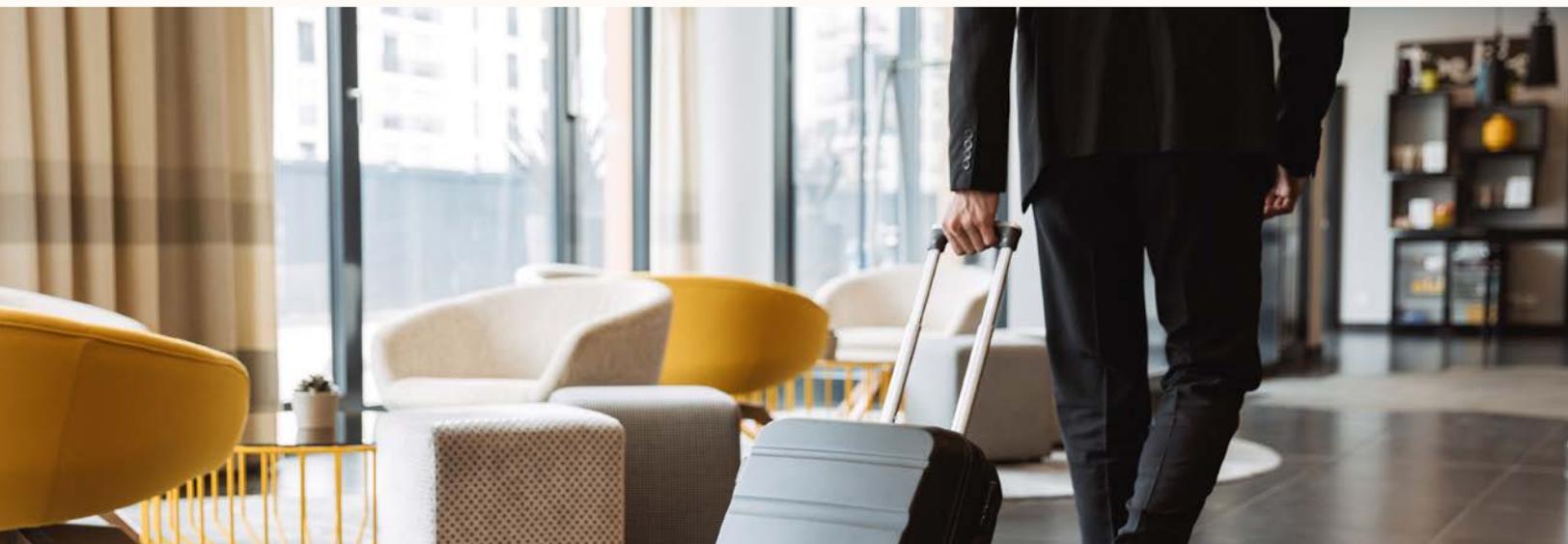
Enjoy high-tech seamless solutions - from breakfast to cocktail hour.

IN-ROOM / ROOM-SERVICE

Understand the revenue generating power of providing a range of enticing options.

CONFERENCING & BANQUETING

Discover multiple solutions no matter how large or small the party is!



UNLOCK **24/7 COFFEE** **TRAVEL**

CRAFTING AN EXCEPTIONAL COFFEE EXPERIENCE AT ANYTIME

Anyone who has traveled through an airport outside of standard store hours knows that it can be nearly impossible to find a cup of coffee, let alone a great cup of coffee. Costa Coffee, with its award-winning equipment, is already changing the airport coffee experience by offering consistently great barista-quality coffee.

We are globally operating within airline crew lounges and hangars, airport terminals and business lounges, plus major train stations, to offer solutions throughout the travel sector.

Imagine your consumers delight at being able to have access to **barista-quality coffee, 24/7**. We are disrupting the consumer experience by tackling drink inconsistency,

long lines, and restricted trading hours of traditional coffee stores, we're transforming the 40-year-old retail coffee with high-quality vending.

Enjoy the **Award-winning AltoX1 Smart Café technology can serve 200+ combinations of hot and iced* drinks in under 90 seconds**, allowing for a consistently great experience throughout the day and night.

Business lounges can also deliver an excellent coffee experience with a wide-range of premium quality espresso-based drinks at the touch of a button, with a compact countertop solution.

Elevate your guest's journey with easily available outstanding coffee.



ENRICHING THE **EXPERIENCE**

GROCERY

REVOLUTIONIZING THE IN-STORE COFFEE EXPERIENCE

The concept of a coffee shop inside a grocery store has long been a market staple, but this model has seen rising challenges due to inconsistency, rising costs and labor challenges.

Today's consumers, especially **Millennials and Gen Z**, are favoring **specialty espresso-based beverages**, with seamless and easy customization being a key factor.

Our cutting-edge Costa Coffee machines are designed to integrate seamlessly into any store layout, particularly complementing bakery, deli, and grab-and-go sections. Not only does our equipment provide a barista-quality drink but also operates with such efficiency that they require very little from your employees.

With our innovative coffee machines, your customers no longer need to make an additional stop at a coffee shop. They can enjoy premium, espresso-based beverages, crafted to perfection in less than 90 seconds.

We slow-roasted our beans to create a rich and smooth flavor profile that coffee lovers will appreciate. Additionally, with steamed fresh milk and a variety of flavor options available, customers can customize their beverages to suit their tastes.

By offering a premium coffee option where customers can enjoy a latte with their shopping or a cappuccino to complement their meal purchases, you are **inviting them to spend more time and money** in your store.



ELEVATING THE **EXPERIENCE** **CONVENIENCE** **RETAIL**

CAPTIVATING THE NEXT GENERATION WITH SPECIALTY COFFEE

In the evolving landscape of convenience retail, the preference for coffee is not just changing; it's elevating. The modern coffee consumer is embarking on a quest for more refined, premium coffee experiences, and Costa Coffee stands at the forefront as the ideal partner to meet and exceed these expectations.

The coffee market is evolving away from traditional drip, with a sharp tilt towards premium, espresso-based offerings. Spearheaded by the tastes of younger generations, this shift is underscored by a robust 15% growth in espresso-based drinks since 2020. Notably, millennials and Gen Z are leading this charge, with up to **76% of their coffee consumption being**

specialty drinks. Additionally, a significant 35% of Americans seek superior coffee outside their workplaces daily**.

Costa Coffee stands ready to meet these evolving consumer preferences. Our customer-facing espresso-based equipment, **self-serve specialty coffees at the touch of a button**, in less than 90 seconds.

The coffee market is not what it was a decade ago, nor is the coffee consumer. In this age of discernment and preference for specialty coffee, Costa Coffee provides more than just premium beverages; we offer a partnership, that can **help grow your basket value** and propels your brand into the future of convenience retail.

**Source: National Coffee Association 2023



CONVENIENT & RELIABLE HEALTHCARE

BARISTA-QUALITY COFFEE AVAILABLE DAY AND NIGHT

At Costa Coffee, we understand the unique demands of the healthcare sector. Medical facilities operate around the clock, and so do the dedicated professionals who work tirelessly within them. What better way to support their efforts and improve patient and visitor experiences than by providing **barista-quality coffee** and refreshments at any hour?

Costa Coffee's innovative coffee solutions are designed to meet the specific needs of a **24/7 healthcare environment**.

Our served and self-serve equipment ensures that high-quality coffee is always available, no matter the hour. This not only supports the team, but also provides comfort and a touch of normalcy to patients and visitors in stressful times.

Costa Coffee Smart Café offers an on-the-go experience unlike any other for your healthcare team and visitors. Our innovative touch screen machines are capable of crafting over **200+ barista-quality drink combinations**, including iced* beverages, each served in less than 90 seconds, all at the touch of a button!

Every cup of Costa Coffee features freshly ground beans and real milk. Consumers may customize with flavor shots such as vanilla, caramel, and hazelnut – adding just the right amount of sweetness and flavor to make their drink exactly as they like it.

Smart Café can satisfy the coffee needs in multiple hospital cafeterias, break rooms, waiting areas, and micro-markets.



REVOLUTIONIZING **CAMPUS COFFEE** **EDUCATION**

GREAT COFFEE AND AWARD WINNING INNOVATION

No matter the size or location, campus life is anything but 9-to-5; it is a microcosm of round-the-clock innovative thinking, study, and socializing.

Fueled by our dedication to keep students and faculty refreshed no matter the time of day (or night), we are proud to introduce you to the epitome of convenience on campus:

SMART CAFÉ BY COSTA COFFEE

Combining the sounds, smells and tastes of a bustling café, the Costa Coffee Smart Café offers an on-the-go experience unlike any other for your consumers. Our innovative touch screen machines are capable of crafting over **200+ barista-quality drink combinations**, including iced* beverages, each served in less than 90 seconds, all at the touch of a button!

Every cup of Costa Coffee features freshly ground beans that have been slow roasted to perfection and real milk.

We know how important customization is to Gen Z, and consumers can choose flavor shots such as vanilla, caramel, and hazelnut – adding just the right amount of sweetness and flavor to make their drink exactly as they like it. Smart Café is in multiple campus libraries, dining halls, cafes, convenience stores, student centers and micro-markets.

With 24/7 access, and the ability to accept **Campus Dining and Meal Plan cards** this revolutionary piece of machinery can serve your students at any time of the day.

*iced drinks are not available on all Smart Café models



APPRECIATED + PRODUCTIVE WORKPLACE

PARTNERING TO UPLIFT YOUR WORKPLACE COFFEE EXPERIENCE

At Costa Coffee, we believe that fostering energized and motivated team cannot be overstated, and can begin with the simple, yet profound act of providing a café-quality coffee experience.

FEELING VALUED

The 2023 Datassentials B&I report states that quality workplace offerings such as free beverages increase an employee's sense of workplace satisfaction. These perks can help them feel more contented within their jobs, saves them time in comparison to leaving the employment location to purchase outside, and makes them feel valued by their employer.¹

Additionally, these experiences encourage them to stay on-site, allowing for more

socializing / networking opportunities with colleagues.

THE FUTURE OF VERSATILE WORKPLACE COFFEE

Smart Café - Award-winning technology serving a wide range of hot + iced drinks* in less than 90 seconds.

Versatile Counter-top Systems - Perfect fit for any served or self-serve environment, with a core range of espresso-based beverages and hot chocolate.

From start-ups, to distribution centers, to corporates, treat your team and guests with superb coffee tailored for every workplace.

¹2023 Datassentials B&I report

*iced drinks are not available on all Smart Café models



GREAT **COFFEE** SOLUTIONS

OUR VERSATILE PORTFOLIO WORKS ACROSS MULTIPLE CHANNELS



AltoX1 Smart Café

Environment

- + Self-serve locations
- + Medium to High Volume

Channel

- + Travel, Grocery, Education, Healthcare

Customer Benefits

- + High cups per day, but low human interaction required
- + Tech forward and enticing
- + Smart ecosystem for real-time sales and insights information

Consumer Benefits

- + 200+ cafe-quality drink combinations inc hot & iced*
- + Personalize with flavors/sweetness
- + Drinks served in less than 90 seconds

Cold Brew

Environment

- + Served or Self-serve locations
- + Medium to High Volume

Channel

- + Lodging, Restaurant, Travel, Convenience Retail

Customer Benefits

- + Cafe-quality, with operational ease of a concentrate
- + Minimal waste

Consumer Benefits

- + Costa's smooth, rich flavor profile
- + Easily customized with flavors or dairy/alt dairy

Countertop Solutions

Environment

- + Compact Served or Self-serve locations
- + Medium Volume

Channel

- + Workplace, Lodging, Restaurant, Travel, Convenience Retail, Education, Healthcare

Customer Benefits

- + Compact Self-Serve Space
- + Risk free business model
- + Fully automatic, with low human interaction required
- + Smart ecosystem for real-time sales and insights information

Consumer Benefits

- + High quality specialty or bean-2-cup coffee - options for iced
- + Easy to use familiar proposition
- + Drinks served in <90 secs

*iced drinks are not available on all Smart Café models.



CONVENIENCE RETAIL / GROCERY

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