

# CRAFTING OUR FINEST COFFEE

WITH AWARD WINNING INNOVATION



# CRAFTING GREAT COFFEE

## SERVING OUR FINEST COFFEES FOR 50+ YEARS

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

Their commitment to innovation and perfection bordered on obsession and after 112 attempts they landed on what is now globally known as Mocha Italia, Costa's beloved signature blend, used in all our Smart Cafés and retail stores.

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

**37 Countries**  
**4,000+** retail stores  
**14,000+** Smart Café's

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 never-bitter, 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 Certified.

Our passion for great tasting coffee is rooted in everything we do, and it shows - in 2024 we were voted the **Nation's Favorite Coffee Shop for the 14th time in the UK,** via a World Coffee Portal survey.



# 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, Podio, there is a coffee solution for 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 now 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:

### **Smart Café**

Award winning innovation

### **Autonomous**

Scalable automated coffee destination.

### **Podio**

Exceptional café-quality espresso and drip coffee, via a simple plug and play system.

### **Proud to Serve**

When and where you need it

### **Innovative Counter-top Equipment**

Delicious drinks at the touch of a button

### **Retail and Franchise**

Bringing Costa Coffee to new locations

### **At Home**

Be your own barista

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**

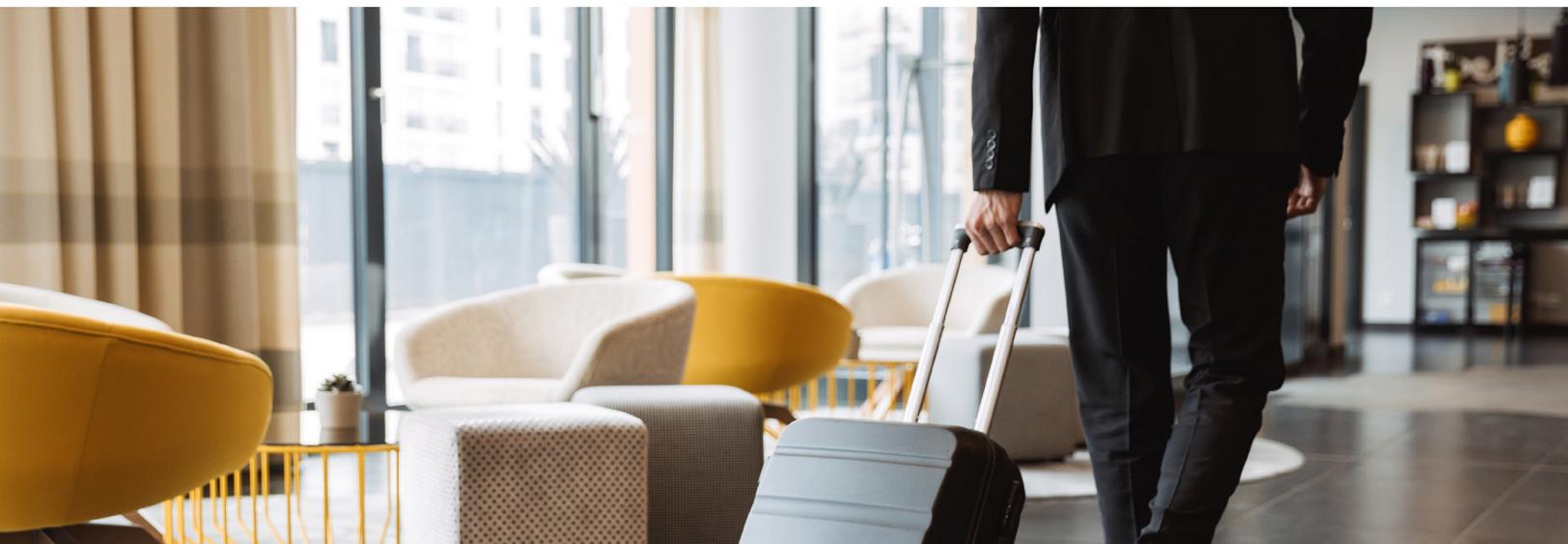
Enjoy high-tech seamless solutions - from breakfast to cocktail hour.

### **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!



# 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.<sup>1</sup>

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

socializing / networking opportunities with colleagues.

### THE FUTURE OF VERSATILE WORKPLACE COFFEE

**24/7 Autonomous Coffee Shop** - Self-sufficient for up 7 days, providing excellent coffee anytime.

**Smart Café** - Award-winning technology serving hot + iced drinks\* in <90 seconds.

**Versatile Counter-top Systems** - Perfect fit for any served or self-serve environment.

**Podio** - Effortlessly integrates into any space for an instant premium coffee experience.

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

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

<sup>1</sup>2023 Datassentials B&I report



# 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



# 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 propels your brand into the future of convenience retail.

\*\*Source: National Coffee Association 2023



# 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're inviting them to spend more time and money in your store.



# 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 groundbreaking award-winning equipment, is already changing the airport coffee experience by offering consistently great barista-quality coffee 24/7.

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 a 24/7 Autonomous Coffee Shop: 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 **experience with the magic of robotic coffee, without need for human interaction for up to 7 days.**

Smart Café: Our **Award-winning technology is able to serve 200+ combinations of hot and iced\* drinks in under 90 seconds**, allowing for an incredible consistent experience.

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

Elevate your guest's journey and discover the difference that truly outstanding coffee can make.



# GREAT **COFFEE** SOLUTIONS

OUR VERSATILE PORTFOLIO WORKS  
ACROSS MULTIPLE CHANNELS



## Consistently Delicious Self-Served Specialty Coffee\*



\*Full range not available on Podio.

## Creations



### Environment

- + Self-serve locations
- + High Coffee Shop Volumes

### Channel

- + Travel, Large Workplace

### Customer Benefits

- + Up to 7 days of autonomy
- + Live data and insights
- + Compact 24ft<sup>2</sup> footprint
- + No capital outlay

### Consumer Benefits

- + Hyper-personalization
- + Served fully mixed with lid secured

## Smart Café



### Environment

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

### Channel

- + Travel, Grocery, Education

### Customer Benefits

- + High cups per day, but low human interaction required
- + Tech forward and enticing

### Consumer Benefits

- + 200+ cafe-quality drink combinations inc hot & iced\*
- + Personalize with flavors/sweetness

## Cold Brew



### Environment

- + Served or Self-Serve
- + Medium to High Volume

### Channel

- + Lodging, Restaurant

### 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

## Pacto



### Environment

- + Served or Self-Serve
- + Medium Footfall

### Channel

- + Lodging, Grocery, Convenience Retail, Travel, Restaurant

### Customer Benefits

- + Compact Self-Serve Space
- + Risk free business model
- + Fully automatic

### Consumer Benefits

- + High quality specialty coffee
- + Easy to use familiar proposition
- + Drinks served in <90 secs

## Podio\*\*



### Environment

- + Low skill required
- + Simplest operationally
- + Viable for low-med volume

### Channel

- + Workplace, Leisure

### Customer Benefits

- + Easy operationally and plug-and-play set up
- + Limited coffee wastage
- + Compact

### Consumer Benefits

- + High quality range: Drip Espresso, Hot Chocolate

\*iced drinks are not available on all Smart Café models. \*\* Podio Coming Soon.

# COSTA<sup>®</sup>

## COFFEE

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