

NEWS CLIPPING

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Starbucks Malaysia and Brazil managing director Sydney Quayle (left) and Sanga Foods managing director Ken Sioa at the signing ceremony in Kuala Lumpur yesterday. Pic by Aishah Yusof

Starbucks coffee at 7-Eleven from July

PARTNERSHIP: Bottled coffee drinks to be priced below RM1.3

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STARBUCKS ready-to-drink coffee beverages will be made available at 7-Eleven outlets nationwide by July, said Starbucks Malaysia and Brazil managing director Sydney Quayle.

The company is in a partnership with Sanga Foods to provide its beverages on the go while leveraging on the latter's distribution network.

"We hope to bring our distribution channels to petrol stations, premium supermarkets and hypermarkets as well as other convenient stores. Soon, a customer can find a Starbucks bottled beverage at many places outside of the coffee shop."

"For now, these bottled beverages can only be purchased at 7-Eleven

stores but not at our outlets as they provide a different drinking experience for coffee lovers," said Quay after the launch of the new line up here yesterday.

For the local market, Starbucks Malaysia is offering Starbucks Bottled Mocha, Frappuccino and Starbucks Bottled Coffee Cappuccino.

The beverages are expected to be priced at RM1.3 and below. Newer flavours, including caramel and vanilla, will be brought in next.

It was mentioned that Starbucks International is in the midst of establishing a plant for the Southeast Asian region to cater to the growing demand in the region.

"The new plant will enable us to cater our beverages more to the Asian taste as our beverages are now made for the American market."

"We can also provide fresher products with longer shelf life, and it

would give us the flexibility to expand our range. We hope the plant would be operative in the next 18 months," he said.

Meanwhile, Quay said Starbucks Malaysia expected to open 50 more "drive-through" outlets this year to make 1,300 in total.

Quay said currently, only 21, or 10 per cent, of its 220 outlets nationwide had drive-through facilities.

"Moving forward, we see the drive-through business to definitely pick up. The potential is tremendous."

"There is so much untapped opportunities. Take the whole stretch of the North-South Expressway for example, where we only have two so far," said Quay.

The premier roaster and specialty coffee retailer expects to exceed its reach to about 1,500 outlets in Malaysia with this latest move.

