Costa Express Installs 6,000th Self-Serve Coffee Bar

Tuesday 27 September, 2016

Costa Express, the UK's leading on-the-go coffee brand, has announced the installation of its 6,000th self-serve coffee bar in Tesco High Wycombe. The milestone puts Costa Express on track to achieve its target of over 8,000 machines by 2020.

Following the £59.5 million acquisition of Coffee Nation in March 2011 and after extensive re-branding and technological developments, Costa Express has grown at an average of 70 new self-serve coffee bars every month.

The strength of the Costa brand combined with the convenience of the self-serve format has proved a winning combination with the machines easily accessed in a variety of locations including forecourts, convenience stores and workplaces.

Using leading technology, Costa Express expertly serves barista-style coffee by combining fresh milk with Costa's famous freshly ground Mocha Italia blend – the same blend enjoyed in our stores by coffee lovers around the world. The self-serve machine provides customers with an interactive experience that appeals to all five senses: an elegant and sophisticated design, touch screen menu for easy use, the gentle soundtrack of a Costa store, the aroma from freshly made coffee and the taste of Costa's delicious Mocha Italia blend.

Murray McGowan, Costa Express Managing Director, comments; 'Costa Express has enjoyed tremendous growth from 877 machines in 2011 to 6,000 today. We've always been confident that we can deliver an unbeatable coffee experience to on-the-go customers by using interactive technology, great Costa Coffee and fresh milk.

'This 6000th install milestone only continues to demonstrate that there is clear appetite for our award-winning coffee brand. We've also been able to export the intelligent concept to international markets and are encouraged by the results, signifying the appeal of the brand overseas and potential for further growth.'

If you'd like further information on partnership opportunities with the Costa Express brand please contact the sales team on 0845 450 5757 or visit costaexpressbusiness.co.uk.

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