

Coca-Cola HBC to launch Costa Coffee in multiple markets

01 August 2019 | News

Coca-Cola HBC – one of the largest Coca-Cola bottlers in the world – plans to launch Costa Coffee in at least 10 of its 28 markets in 2020, including Bulgaria, Greece, Hungary, Poland, Romania, Russia and Switzerland. This will address a broad range of consumer and customer needs across multiple channels and occasions, in line with Coca-Cola HBC’s leading 24/7 beverage partner vision.



The Coca-Cola Company acquired Costa Coffee in January 2019 and has accelerated the business, focusing on expanding in vending and ready-to-drink products

Coca-Cola HBC – one of the largest Coca-Cola bottlers in the world – plans to launch Costa Coffee in at least 10 of its 28 markets in 2020, including Bulgaria, Greece, Hungary, Poland, Romania, Russia and Switzerland. This will address a broad range of consumer and customer needs across multiple channels and occasions, in line with Coca-Cola HBC’s leading 24/7 beverage partner vision.

“This is fantastic news that will build genuine value for our customers and for us,” said Coca-Cola HBC CEO Zoran Bogdanovic. “Adding a brand as strong as Costa Coffee to our portfolio will allow us to capture more consumer occasions, to partner even more closely with our customers across all channels and strengthen our ability to address every drinking moment throughout the day. Our well-established infrastructure, processes and capabilities around coffee means that we will hit the ground running with this exciting opportunity.”

Coffee is one of the most lucrative and fast-growing revenue and profit pools within commercial beverages. It is a multi-billion dollar category across Coca-Cola HBC’s 28 markets and is forecast to grow 4% annually.

The Coca-Cola Company acquired Costa Coffee in January 2019 and has accelerated the business, focusing on expanding in vending and ready-to-drink products. Costa Coffee is the leading coffee company in the United Kingdom, with a strong presence in Europe, Asia Pacific, the Middle East and Africa.

“We’re thrilled to partner with Coca-Cola HBC to bring our great coffee to more consumers,” said Jennifer Mann, president of Global Ventures for The Coca-Cola Company. “This new agreement is another example of how Costa Coffee is helping Coca-Cola become a total beverage company.”