

Nestl  plans to acquire the Seattle's Best Coffee brand from Starbucks.

19 October 2022 | News

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This transaction is part of Nestl 's focus on driving sustained profitable growth in the coffee category and strengthens the Global Coffee Alliance by allowing both companies to focus on their core strengths.

Seattle's Best Coffee's approachable line of whole bean, roast and ground packaged coffee, and K-Cup pods are available in a variety of roasts and flavor profiles across both foodservice and grocery channels. In addition to Starbucks packaged coffees distributed by Nestl  under the Global Coffee Alliance, Seattle's Best Coffee joins Nestl 's roster of beloved coffee brands in the U.S. including *Nescaf *, *Nespresso*, and *Blue Bottle*. The addition adds depth to Nestl 's North America coffee portfolio by further expanding the company's position in the category.

"We continue to deepen our partnership with Nestl  to deliver the best of the Starbucks Experience to our customers in channels outside of our retail stores," said Michael Conway, group president, Starbucks International and Channel Development.

"Our partnership with Starbucks has confirmed Nestl 's leading position in the dynamic and growing global coffee market," said David Rennie, Head of Nestl  Coffee Brands. "With the well-known Seattle's Best Coffee brand, we will continue to build our leadership in coffee by offering consumers more choice for their everyday coffee."

Since forming the Global Coffee Alliance in 2018, Nestl  and Starbucks have brought a wide range of premium coffee products to new markets at a fast pace â?? including whole bean coffee, roast, and ground coffee as well as Starbucks capsules for *Nespresso* and *Nescaf  Dolce Gusto* proprietary systems. Nestl  distributes Starbucks consumer products and foodservice beverages across more than 80 markets outside Starbucks retail stores under the Global Coffee Alliance. The total global sales of Starbucks products distributed by Nestl  in 2021 reached CHF 3.1 billion.

Through the Global Coffee Alliance, Nestl  and Starbucks will continue to work together closely to develop new, innovative products and go-to market strategies that will amplify the reach and expand the unique experience of the Starbucks brand locally and globally.