

Singapore-based luckin coffee and Australian Open announces multi-year partnership

09 January 2024 | News

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Singapore-based luckin coffee and the Australian Open have announced their multi-year partnership with luckin coffee to become the Official Coffee Partner for the Australian Open in China and Southeast Asia.

This partnership between luckin coffee and the Australian Open transcends a mere collision of brands; it is a dynamic fusion infused with the vitality of the younger generation. To celebrate this partnership, luckin coffee will introduce peripheral products, such as coffee cups and paper bags, all themed around the Australian Open.

luckin coffee is a world-leading coffee new retail company, that adheres to a brand philosophy of professionalism, youthfulness, fashion, and health. The Australian Open is the first of the four Grand Slam tennis tournaments held each year, and it is also the youngest among them. luckin coffee and the Australian Open jointly encourage the younger generation to break through the frame, dare to challenge and stay innovative.

As the Official Coffee Partner of the Australian Open, luckin coffee will join numerous tennis enthusiasts over the next two years to witness the exciting moments of the matches. At the same time, the brand will introduce limited edition coffee cups and paper bags, all themed around the Australian Open, incorporating a unique design that blends coffee and tennis, allowing consumers to experience the passion of sports while savouring delicious coffee.