

JDE Peet's expands collaboration with Costa Coffee

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JDE Peet's announced that starting in September 2024, JDE Peet's will manufacture, distribute, and sell Costa Coffee branded aluminium coffee capsules in Great Britain. The expanded collaboration between the two companies marks a significant development in their partnership which will serve as a key driver of future growth in Great Britain.

Since 2012, JDE Peet's has offered Costa Coffee-branded single-serve coffee pods for the Tassimo brewer system, unlocking significant category growth. Combining Costa Coffee's unique premium coffee shop appeal in Great Britain with JDE Peet's in-home espresso-based technology and go-to-market will elevate single-serve offerings for both companies.

JDE Peet's recently launched the L'OR Barista coffee brewer system in the UK – a unique proposition capable of accommodating a wide range of coffee drinks. With this new collaboration, JDE Peet's will be able to offer consumers a wider range of choices through an extended brand portfolio and drive category value with its customer partners.

The manufacture, distribution, and sale of other coffee products in the Costa Coffee portfolio, such as instant coffee, whole beans, and roast and ground, will remain with Costa Coffee and will not be covered by the new partnership.