

## COTTI COFFEE hits milestone with 7000 stores worldwide

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COTTI COFFEE announced the launch of a new promotional campaign, in celebration of reaching 7,000 stores worldwide. This campaign is set to run till May 31.

During the campaign, all customers enjoy a flat rate per beverage on orders in all stores COTTI COFFEE and via its official app. There's no restriction in terms of choice of beverage.

COTTI COFFEE officially embarked on its global expansion in 2023, covering markets in Southeast Asia, East Asia, North America, the Middle East, and Australia. With operations spanning 28 countries and regions worldwide, the brand has seen rapid growth in both brand scale and market share. Cotti Coffee is committed to offering high-quality, cost-effective, and convenient coffee products, along with a youthful and chic brand experience.

The emergence of COTTI COFFEE as a major force in the coffee industry is underscored by its product excellence. In June 2023, the brand was awarded 13 gold and platinum awards for its coffee beans at the IAC International Coffee Tasting Competition. The use of 100 PER CENT high-quality Arabica highlights the brand's commitment to quality and ensures consumers can enjoy a diverse range of unique coffee flavours. In July of the same year, COTTI COFFEE established a global supply chain base integrating R&D, production, and quality control, further solidifying its supply chain capabilities. Leveraging rich operational expertise and insightful consumer understanding, COTTI COFFEE has launched a variety of products, including versatile milk coffee, tea coffee, rice milk coffee, and non-coffee beverages, addressing new consumer trends. Catering to different countries and regions, the brand also introduced regional specialties such as Coco Cotti, Matcha Oat Latte, Lychee Milk FrappÃ©, Vietnamese Coffee and Sparkling Cold Brew, all of which have been warmly received.