

Starbucks Korea opens 10th destination store Jangchung Lounge R

13 September 2024 | News

Starbucks Jangchung Lounge R is the first Reserve-only store in Seoul



Starbucks Jangchung Lounge R is the first Reserve-only store in Seoul

Starbucks Korea announced the opening of its newest store, Jangchung Lounge R, offering customers a distinctive Starbucks experience.

Starbucks Jangchung Lounge R is the first Reserve-only store in Seoul, marking the company's 10th destination store to commemorate the 10th anniversary of Starbucks Reserve coffee in Korea.

Located in Jung-gu, Seoul, Starbucks Jangchung Lounge R spans three floors and has 180 seats and a terrace. The store design harmonises the past and present. It is located in a house from the 1960s that has been reinterpreted with a stylish, nostalgic interior that reflects Starbucks signature elements in its beverages, decor, and artwork.

The store offers customers a unique experience as if they were in a time slip back to the 1960s and 1980s, with the original building structure preserved. To retain the house's ambience features, the doorbell, closets, and staircases have been left intact, providing various nostalgic details.

In addition, 12 new menu items, including desserts, breads, sandwiches, and mixology-inspired food, will be introduced to complement the Starbucks Reserve coffee and mixology drinks. Alongside these offerings, the launch will feature new mixology concept merchandise and collaboration with premium barware brand Riedel, introducing two crystal glasses, among seven new products.