NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Starbucks acquires 23.5 Degrees in UK

23 October 2024 | News

This acquisition brings on board the largest Starbucks-licensed business partner in the market, encompassing approximately 113 stores and 1,650 employees

This acquisition brings on board the largest Starbucks-licensed business partner in the market, encompassing approximately 113 stores and 1,650 employees

Starbucks Coffee Company announced it has acquired 23.5 Degrees in the U.K., further expanding its portfolio of company-operated stores and enhancing the coffeehouse experience for customers.Â

This acquisition brings on board the largest Starbucks-licensed business partner in the market, encompassing approximately 113 stores and 1,650 employees. With this addition, Starbucks significantly expands its wholly owned footprint, increasing its total number of company-operated locations to almost 500 in the UK.

Alex Rayner, General Manager, UK, Switzerland and Austria: â??I want to acknowledge the important contributions of 23.5 Degrees and the dedicated green apron partners. This strategic move will enable us to enhance our investment in new locations, elevate our in-store experience, and drive innovation for our UK customers.â?