

Starbucks introduces Papua New Guinea Highlands coffee in India

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Starbucks introduces a new single-origin coffee to its India lineup, Papua New Guinea Highlands. This limited-edition, medium roast blend showcases Starbucks' commitment to serving premium quality arabica beans, grown in the fertile volcanic soils of Papua New Guinea's remote highlands. Featuring tasting notes of sugarcane and black cardamom, the blend offers a sweet yet delicately spiced cup with a smooth body and balanced acidity, ideal for those seeking nuance and depth in every sip.

Papua New Guinea is one of the most culturally rich and geographically remote coffee-growing regions in the world. That diversity is reflected in how coffee is cultivated, through generations-old, smallholder coffee gardens, where families grow just a few trees alongside crops like bananas and legumes. Every bag of this coffee honours this deep-rooted farming tradition and reflects Starbucks' ongoing investment in origin communities through Farmer Support Centres that promote sustainable practices and long-term quality.

Inspired by the country's rich traditions, the design intertwines symbolic elements that reflect both craft and origin. Flowing, wave-like lines represent water, a nod to the washed processing method that defines this coffee's clean and balanced profile. The rich colour palette mirrors the hues of the Papua New Guinea national flag, creating a visual connection to the land. At its centre is the coffee bean motif, thoughtfully woven into the design to honour generations of growers and the legacy of cultivation that brings this origin to life.

Vibhor Mishra, Coffee Ambassador, APAC and China, Starbucks, said, "We are dedicated to sourcing the highest quality arabica coffee from around the world and sharing those exceptional experiences with our customers. Papua New Guinea Highlands reflects that philosophy, an origin defined by care, culture, and craftsmanship at every step of the journey."