

Starbucks Brings â??Harry Potterâ?? Magic to India with Limited-Edition Beverages

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Tata Starbucks has partnered with Warner Bros. Discovery Global Consumer Products to introduce a limited-edition Harry Potter-inspired experience across Starbucks coffeehouses in India, blending the worlds of coffee and fantasy storytelling.

The collaboration aims to transform everyday café visits into immersive experiences, drawing inspiration from the magical universe of Hogwarts and its themes of friendship, courage, and community. The initiative marks a unique brand crossover designed to deepen consumer engagement through curated beverages and themed merchandise.

As part of the launch, three new beverages have been introduced for the first time at Tata Starbucks: Hogwarts Golden Vanilla Latte, Hogwarts Golden Vanilla Cold Brew, and Hogwarts Golden Vanilla Frappuccino. Each drink features a signature Golden Vanilla Sauce, offering a rich, creamy flavour profile with notes of caramel, butterscotch, and milk.

The Hogwarts Golden Vanilla Latte combines espresso with golden vanilla sweetness, topped with vanilla cold foam and a golden drizzle. The Frappuccino variant blends milk with the same flavour profile, finished with whipped cream, while the Cold Brew version pairs coffee with sparkling soda and vanilla sweet cream foam. Each beverage is topped with a chocolate sorting hat, adding a playful, themed element.

Alongside the beverages, the collaboration introduces the Harry Potter | Starbucks merchandise collection, featuring drinkware such as bottles, insulated tumblers, and Hogwarts House-themed mugs. Designed in signature house colours, the collection integrates wizarding motifs with Starbucks' design aesthetic, encouraging fans to express their affinity for the franchise.

The limited-time offering will be available across Starbucks stores in India starting tomorrow, targeting both loyal customers and fans of the globally popular Harry Potter series.

This collaboration reflects a growing trend in the food and beverage sector, where experiential marketing and pop culture partnerships are increasingly being leveraged to enhance customer engagement and drive footfall.