

Third Wave Coffee launches Third Rush dessert brand to tap experiential café culture

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India's evolving café culture is getting a decadent twist as Third Wave Coffee has unveiled Third Rush, a new dessert-focused brand aimed at younger, experience-driven consumers. Built around the concept of "Made for the Mood," the brand positions desserts not as occasional indulgences but as spontaneous, shareable experiences tied to social moments.

With changing consumer behaviour, particularly the shift towards cafés as post-work and late-evening hangout spaces, Third Rush is designed to cater to impulse-driven consumption. The concept targets after-7 PM footfall, positioning itself as a go-to destination for unwinding, socialising, and indulging.

“Third Rush goes beyond dessert as a category and instead focuses on dessert as an experience,” said Rajat Luthra. “The way consumers engage with caf  s today is more social, spontaneous, and emotionally driven. Third Rush is our response to that shift, high-energy, welcoming, and designed for indulgence.”

At the core of the brand is a menu that blends nostalgia with innovation. Tres Leches emerges as a hero category, featuring playful variations such as a Jim Jam-inspired version and a coffee-infused option made with the brand’s signature cold brew. The offering extends to reimagined layered cakes such as Chocolate and Pineapple presented in log formats, as well as premium flavours like Chocolate Pistachio and Passionfruit Vanilla.

The menu further diversifies into layered dessert “Stacks,” combining textures and flavours in formats designed for sharing. Options such as Banana Custard, Strawberry Hazelnut, and Biscoff sit alongside nostalgic reinterpretations like Parle-G Stack and Bombay Cassata.

In addition, Third Rush offers a broad range of indulgent formats, including tarts, pies, mousses, cheesecakes, brownies, and skillet cookies. Experimental flavours like Matcha White Chocolate tarts and Pistachio Kunafa brownies highlight the brand’s focus on contemporary dessert trends, while classics such as Triple Chocolate Mousse and Basque Cheesecake ensure familiarity.

By extending its brand into the dessert category, Third Wave Coffee is aiming to deepen consumer engagement and increase dwell time within its caf  s. The launch reflects a broader industry trend where foodservice brands are moving beyond core offerings to create immersive, experience-led formats that resonate with evolving urban lifestyles.