

Starbucks Reserve Launch Marks New Chapter for TATA Starbucks in India

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TATA Starbucks has reimaged its flagship store located at the iconic Hamilton House in Connaught Place, New Delhi, as a Starbucks Reserve store, a new elevated coffee destination. Located in one of the capitalâ??s most historic precincts and home to the cityâ??s first Starbucks store, the transformation marks a milestone for the brand in India, blending heritage architecture with immersive design and coffee craftsmanship to introduce the capital to the Starbucks Reserve experience.

The Starbucks Reserve store at Hamilton House preserves and celebrates the buildingâ??s architectural legacy while introducing a contemporary, design-forward environment. The design is inspired by the idea of Sangam, a confluence of cultures and ideas, bringing together Indian materials, craftsmanship and art with Starbucks global Reserve aesthetic. From layered textures and detailed finishes to artwork inspired by Delhiâ??s cultural landscape, the store creates a rich and evolving experience for customers.

At its core, the Starbucks Reserve experience deepens how customers engage with coffee and craft. At the Reserve Bar, customers can discover rare coffees, explore a range of brewing methods, and experience the artistry behind every cup of coffee. The store also features the Black Eagle, a state-of-the-art espresso machine that gives Coffee Masters greater control over coffee brewing and extraction, allowing the finest expression of coffee. Together, these elements create a more nuanced coffee journey, inviting both new and experienced coffee lovers to explore, learn and connect over coffee.

Speaking about the launch, Adrit Mishra, coo, TATA Starbucks, said, â??At TATA Starbucks, we are continuously evolving how we bring our spaces to life for our customers. The transformation of our flagship store at Hamilton House into a Starbucks Reserve reflects our focus on creating more immersive and meaningful experiences. With our coffee masters and expert partners at the heart of the store, we aim to foster deeper coffee conversations and strengthen the third-place experience, creating a space where customers can connect, discover and engage more meaningfully. Rooted in the heritage of the

building and brought to life through thoughtful design and craftsmanship, this store represents a distinct expression of the Starbucks experience in Delhi.â•