

Tata Starbucks Opens First Starbucks Reserve Store in South India

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Marking the brand's first Starbucks Reserve store in South India



TATA Starbucks unveiled its first Starbucks Reserve store in South India, bringing its elevated coffee experience to Hyderabad's vibrant Jubilee Hills in a beautifully restored bungalow turned into a coffeehouse experience. As the sixth Starbucks Reserve store in India, the new coffeehouse invites customers to discover small-lot coffees from around the world, expertly roasted to highlight their distinctive flavors, alongside artisanal beverages and immersive coffee experiences that celebrate the craft behind every cup. The opening reinforces Starbucks' commitment to creating meaningful moments for coffee lovers across the country. This pet-friendly coffeehouse also offers customers the opportunity to enjoy the Starbucks Reserve experience alongside their furry companions.

Located in one of India's most dynamic cultural and innovation hubs, the Starbucks Reserve coffeehouse introduces a thoughtfully curated menu of artisanal food and beverages, including freshly baked Danish pastries such as Mushroom Feta, Key Lime Pie and Apple Pie, croissant sandwiches, sourdough toasts and exclusive zero-proof signature creations, including the Jamaican Stardust, Espresso Martini, Ube Cold Brew and Ube Martini designed to complement the Starbucks Reserve coffee experience in Hyderabad.

The store draws inspiration from the timeless charm of Jubilee Hills, creating an immersive space that celebrates coffee craftsmanship, community, and design. Housed in a thoughtfully restored bungalow, the space features an elegant white façade, expansive verandas, windows, and lush greenery, with natural light shaping a warm and inviting ambience that brings the Starbucks Reserve experience to life.

Commenting on the upcoming launch, Sushant Dash, ceo, TATA Starbucks, said, "Jubilee Hills has been an integral part of our journey in Hyderabad, and returning to this neighborhood with our first Starbucks Reserve store in South India is especially meaningful. As one of our strongest markets with over 30 stores, Hyderabad continues to embrace new coffee experiences, making it a natural home for Starbucks Reserve. This store reflects our commitment to celebrating the craft of coffee through small lot coffees, artisanal brewing by our baristas, and thoughtfully curated experiences. We look forward to welcoming customers into a space where coffee, craftsmanship, and community come together in new and meaningful ways."