

Tata Starbucks Strengthens India Expansion with First Meghalaya Store

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TATA Starbucks announces its first store in Meghalaya, marking an important milestone in its India expansion and bringing its globally loved coffeehouse experience to the vibrant community of Shillong.

The interiors and design take cues from Shillong's distinctive character, expressed through a rich interplay of natural materials, tactile textures and lush greenery. Warm timber, woven detailing, earthy tones and patterned textiles are layered with deep green tiles and softly diffused lighting, lending the space a contemporary yet inviting sensibility. At its heart, a relaxed central lounge is complemented by intimate seating pockets, framed artwork, open shelving and planting, creating a sense of warmth and depth throughout. Thoughtfully conceived as a space to linger and connect, the store brings a distinct sense of place to the signature Starbucks coffeehouse experience.

Commenting on the launch, Adrit Mishra, coo, TATA Starbucks, said, "We are delighted to bring the Starbucks Experience to Northeast India with our first store in Shillong. At Starbucks, our passion for coffee is at the heart of everything we do, from sourcing some of India and the world's finest coffees to the craft and expertise of our trained partners (baristas) who bring every cup to life. With this new store, we look forward to creating a welcoming Third Place for the people of Shillong, a space beyond home and work where customers can connect, belong and enjoy meaningful moments over great coffee."

Located in the heart of the city at the iconic Police Bazar, the store invites customers to come together over handcrafted beverages, thoughtfully curated food, and meaningful moments of connection. The wide array of offerings includes Starbucks signature Java Chip Frappuccino and Zesty Orange Cold Brew made with premium-quality arabica beans, refreshing choices such as the Strawberry Açaí and Mango Dragonfruit Refreshers, alongside health-forward options including Protein Cold Foam in Chocolate, Banana and Vanilla, and zero-sugar Vanilla, Hazelnut and Caramel flavours for added customization.