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Baileys and TATA Starbucks Bring Back Non-Alcoholic Irish Cream Festive Beverage Range

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The much-loved holiday collaboration makes a comeback, bringing a Signature Irish twist to premium handcrafted beverages and desserts at TATA Starbucks stores across India



Baileys by Diageo India and TATA Starbucks have reunited for the second edition of their festive collaboration, introducing a limited-edition range of four signature beverages and a dessert featuring the non-alcoholic Baileys Irish Cream flavour.

Building on the partnership launched last year, the collaboration combines TATA Starbucks' handcrafted coffee expertise with Baileys' rich and creamy Irish Cream flavour to create a festive menu inspired by indulgent, dessert-style experiences.

The seasonal line-up includes the Signature Irish Latte, Signature Irish Frappuccino, Signature Irish Cold Brew and Signature Irish Matcha. The menu also introduces the Signature Irish Crème Mochi, a mochi-inspired pastry bun filled with

Baileys syrup-infused chocolate crème.

The Signature Irish Latte combines Starbucks' signature latte with Baileys Irish Cream non-alcoholic syrup and a chocolate powder topping. The Signature Irish Frappuccino brings together Arabica espresso, Baileys-flavoured syrup and Irish-inspired whipped cream.

For cold beverage enthusiasts, the Signature Irish Cold Brew features Starbucks' 20-hour slow-steeped cold brew with Baileys non-alcoholic flavoured sweet cream and chocolate. The Signature Irish Matcha combines Baileys Irish Cream non-alcoholic flavoured milk with matcha foam and a chocolate topping.

Commenting on the collaboration, Mitali Maheshwari, Director, Product and Marketing, TATA Starbucks, said the partnership builds on the response to last year's launch and reflects the company's focus on creating distinctive beverage and dessert experiences through new flavour combinations.

Ruchira Jaitly, Chief Marketing Officer, Diageo India, said the second edition would build on the first season's response and introduce Baileys' signature Irish Cream flavour to more consumer occasions through the collaboration with Starbucks.

The partnership reflects the growing focus on seasonal menu innovation and indulgent flavour experiences in the food and beverage sector, with brands exploring collaborations to create differentiated offerings and new consumption occasions.