

Starbucks announces launch of innovative line of coffee beverages in Japan

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American multinational chain of coffeehouses Starbucks has announced the launch of an innovative line of coffee beverages called “Oleato” an innovative alchemy of Starbucks finest arabica coffee infused with Partanna extra virgin olive oil at more than 60 select stores across Japan including Starbucks Reserve Roastery Tokyo.

Following the February debut of Oleato beverages in Italy and March launch at the Starbucks Reserve Roasteries in Chicago, Seattle and New York, and select stores in the United States, Starbucks third global launch market for the beverage line will be in Japan, where Starbucks began its journey as a global brand outside the North America more than 26 years ago.

Since opening its first store in Ginza in 1996, Starbucks has opened more than 1,800 stores in Japan, operated by more than 51,000 partners.

Image caption- Howard Schultz, chairman emeritus and board member, Starbucks Coffee Company (L), and Takafumi Minaguchi, CEO, Starbucks Japan (R)