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Singaporeâ??s Luckin Coffee Unveils Sumatra Gayo SOE

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Luckin Coffee debuted its latest Single Origin Espresso (SOE), the Luckin Black Cup Sumatra Gayo series, today, inviting coffee aficionados to savour its exceptional taste and distinctive flavour. Indulge in the exquisite flavour of Sumatra Gayo beans, handpicked and crafted under the guidance of the World Barista Championship (WBC) champions team, available across all Luckin Coffee outlets in Singapore. New users who download the Luckin Coffee app can enjoy their first Luckin Black Cup for only $0.99.

Sumatra Gayo, celebrated as the "Treasure of the Tropical Rainforest", originates from the Aceh Gayo region in Sumatra, Indonesia. Flourishing at elevations between 1200 and 1800 metres, these beans benefited from the fertile volcanic soil and warm, humid climate of the area. The Aceh Gayo region is also part of Luckin Coffee's Global Bean Hunting Initiative.

Crafted using traditional Indonesian wet hulling methods, this series presents a clean, herbal fragrance and a rich, velvety texture. Sugary notes of fruit, caramel and cedar linger, offering coffee lovers a truly gratifying brew.