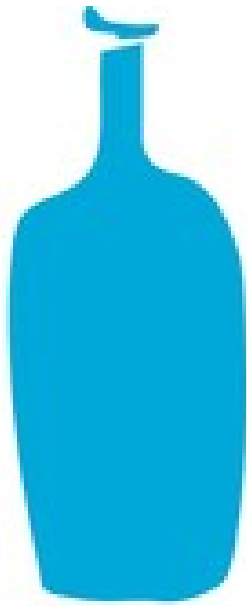


Blue Bottle Coffee to make debut in Singapore

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BLUE BOTTLE COFFEE

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Blue Bottle Coffee is set to make its debut in Southeast Asia, with a gift shop at the new LUMINE Singapore global flagship store in Raffles City Shopping Centre, opening for a limited time beginning August 27. LUMINE, a prominent Japanese retailer known for sharing Tokyo style, culture and design, provides an ideal setting for Blue Bottle's introduction to Singapore. This gift shop not only marks Blue Bottle's first engagement in Singapore but also celebrates the partnership with LUMINE and the rich influence of Japanese culture on the brand. The gift shop is the first step for a broader introduction to the full Blue Bottle Coffee experience planned for Singapore.

Designed to introduce Blue Bottle to Singaporean coffee lovers, the gift shop will spotlight Blue Bottle's innovative instant coffee and premium matcha offerings. Visitors can explore and purchase a curated selection of merchandise, including the smooth and flavorful Craft Instant Espresso, the indulgent New Orleans-style Craft Instant Coffee Blend, and ceremonial-grade Craft Matcha from Uji, Japan. A variety of drinkware and accessories for enjoying Blue Bottle's instant coffee and

matcha will also be available for purchase, as well as an exclusive Singapore reversible tote bag.