

Blue Bottle Coffee launches Orleans Craft Instant Coffee Blend

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Nestlé is expanding its cold coffee offering with the launch of Blue Bottle Coffee's New Orleans (NOLA) Craft Instant Coffee Blend. This is the latest addition to Blue Bottle's New Orleans-style iced Coffee offerings, leveraging Nestlé's soluble coffee expertise.

The NOLA Craft Instant Coffee Blend is a blend of coffee, chicory and sugar, carefully roasted and alchemised into aromatic granules that dissolve into the classic New Orleans-style iced coffee. Consumers only need to add water, ice, and milk to make NOLA at home. It is available from Blue Bottle in the United States, Japan, South Korea and China.

Damien Tissot, Head of Nestlé R&D for Coffee: "Thanks to our coffee innovation capabilities, we continue to deliver delicious in-home cold coffee experiences for consumers. In partnership with Blue Bottle, we've developed a soluble version of the New Orleans-Style Iced Coffee, combining the iconic flavour of a café favourite with convenience, making it easier to enjoy cold coffee at home or on the go. It's another step forward in crafting beverages that resonate with the next generation of coffee drinkers"