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Singaporeâ??s Bacha Coffee expands in Japan

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Bacha Coffee, a premium coffee retailer based in Singapore, plans to enter the Japanese market next year, capitalising on the country's growing tourism sector. This expansion aims to attract customers from around the globe.

According to Nikkei Asia, the brand is well-known for its glamorous outlets and distinctive orange packaging. Bacha Coffee has garnered popularity among tourists in Singapore, with locations in iconic areas such as Marina Bay Sands, Orchard Road shopping district, and Changi Airport.

Bacha Coffee plans to open a flagship store in Tokyo's upscale Ginza shopping district as early as the first half of 2025, according to Bouqdib. Additionally, he mentioned that they are looking to establish stores in Osaka and Kyoto, to expand to as many as 40 locations in Japan over the next three to five years.

In Japan, the Tokyu railway conglomerate, which has various retail businesses, has secured a franchise partnership to manage Bacha Coffee stores in the country.