

Reborn Coffee Dubai drives European expansion into Vienna, Florence, Prague

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Reborn Coffee, a leader in the speciality coffee market, announced that Reborn Coffee Dubai, the Middle Eastern hub of Reborn Coffee's international expansion, is spearheading a bold new initiative to establish flagship locations in Europe. Openings are set for Vienna, Austria; Florence, Italy; and Prague, Czech Republic, reinforcing Dubai's leadership role in the brand's global growth strategy.

As part of this expansion, the Prague flagship store is set to open in June 2025, strategically aligning with the peak tourist season. This timing ensures that visitors from around the world will experience Reborn Coffee's signature speciality coffee offerings in one of Europe's most visited cities.

Prague, Czech Republic – Opening June 2025 – Under Reborn Coffee Dubai's leadership, the Prague flagship will serve as a European showcase location, strengthening the brand's presence in Central Europe. The launch in June will capitalize on Prague's high influx of international tourists, establishing Reborn Coffee as a go-to speciality coffee destination in the region.

Vienna, Austria – A city renowned for its historic coffee culture, Reborn Coffee Vienna will blend tradition with modern speciality coffee innovation, making it a must-visit destination for both locals and tourists. Definitive location details will be announced soon.

Florence, Italy – As Reborn Coffee's second store in Italy, the Florence flagship will build upon the success of its predecessor, offering an elevated speciality coffee experience in a city celebrated for its artistic heritage and culinary excellence. Finalized location details will be shared in the coming weeks.

Reborn Coffee Dubai has played a pivotal role in the brand's Middle Eastern success and is now leveraging its expertise to guide Reborn Coffee's European expansion. With a strong commitment to excellence, sustainability, and innovation, Reborn Coffee Dubai ensures that each new location maintains the brand's high-quality standards and signature brewing techniques.