

TATA Starbucks Launches Valencia Orange Peach Refresher for Summer in India

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TATA Starbucks expands its Starbucks Refreshers lineup in India with the introduction of the Valencia Orange Peach Refresher. Crafted with green coffee extract and layered with vibrant flavours, the new beverage is part of a lineup that also features Strawberry Lemonade Refresher, Mango Dragonfruit Lemonade Refresher, and Lychee Raspberry Refresher.

As India's coffee culture evolves, younger consumers are gravitating toward beverages that feel expressive, lighter, and suited to fast-paced, on-the-go lifestyles. Starbucks Refreshers are crafted from green coffee extract sourced from premium unroasted Arabica beans, delivering a smooth, lightly caffeinated experience. The result is a bright, balanced, fruit-forward beverage with a crisp finish, offering a refreshing alternative to traditional coffee for warm days, afternoon breaks, and everyday social moments.

The range includes:

Valencia Orange Peach Refresher - The newest addition combines Valencia orange flavour with freeze-dried peach inclusions, shaken with ice for a bright, zesty flavour and a clean finish. Light, citrus-forward and refreshing, it is crafted for easy summer moments

Strawberry Lemonade Refresher - Crafted with strawberry and berry flavours, balanced with lemonade and freeze-dried strawberry inclusions. The drink offers a vibrant blend of gentle sweetness and subtle tartness

Mango Dragonfruit Refresher - A tropical combination of mango and dragon fruit flavours with lemonade, finished with freeze-dried mango and dragon fruit inclusions for a lively, fruit-forward taste

Lychee Raspberry Refresher - A harmonious blend of delicate lychee sweetness and tangy raspberry notes, with freeze-dried lychee pieces shaken in for a vibrant sip. This beverage offers a refreshing and elegant flavour experience

Speaking on the launch, Mitali Maheshwari, Head of Product & Marketing, TATA Starbucks, said, “TATA Starbucks continues to bring new ways for customers to enjoy moments of refreshment throughout the day. At the onset of the summer season, customers seek beverages that are light, refreshing, and full of flavour. Refreshers continue to be a focused area of beverage innovation for us. Crafted with green coffee extract, the range allows us to keep evolving with new fruit-forward flavour combinations that feel both contemporary and indulgent for the season. From Strawberry Açaí to Mango Dragonfruit to our latest Valencia Orange Peach, each addition reflects our commitment to expanding the range in line with changing consumer tastes, offering a vibrant and refreshing addition to our summer beverage portfolio.”