

Nestlé, Starbucks Bring Refreshers Beverage Platform with New Concentrates

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Nestlé and Starbucks have launched Starbucks Refreshers Concentrates, bringing the Starbucks Refreshers beverage platform from coffeehouses into the home as part of the companies' Global Coffee Alliance.

The concentrates are designed to be mixed with water, milk or lemonade over ice to create fruity, lightly caffeinated beverages made with green coffee extract. The launch expands Starbucks' beverage portfolio beyond traditional coffee and responds to changing consumer preferences for refreshing and customisable drinks throughout the day.

According to the company, Starbucks Refreshers has grown into an approximately \$2 billion beverage platform over the past decade and is now the brand's second-best-selling beverage platform in its coffeehouses, after espresso-based beverages.

The beverages have gained popularity for their fruit-forward flavours, colourful appearance and customisation options, particularly among younger consumers. The new concentrates are intended to replicate the coffeehouse-inspired beverage experience at home while providing flexibility around how consumers prepare and serve them.

Nestlé said changing beverage habits are creating opportunities for products that address different consumption occasions, from refreshment and midday energy to indulgence.

"With Starbucks Refreshers Concentrates, consumers can now easily enjoy a Starbucks coffeehouse-inspired favourite at home, while we continue to expand the brand into new occasions throughout the year," said Ethel Touitou, Global Category Lead for Starbucks, Nestlé.

The concentrates were launched in the US earlier this year and, according to Nestlé, exceeded initial expectations. The products reportedly sold out on Amazon within one day of launch and in more than 1,000 Target stores within three days.

The initial range comprises three fruit flavours: Strawberry Açaí, Mango Dragonfruit and Lime Watermelon. The first two are based on Starbucks coffeehouse offerings, while Lime Watermelon is a consumer-packaged goods exclusive.

The launch reflects a broader shift towards beverage options that combine flavour, refreshment and customisation. By using green coffee extract, Starbucks Refreshers provide a source of caffeine while positioning the products differently

from conventional coffee beverages.

“Through the Global Coffee Alliance with Nestlé, we're continuing to bring Starbucks coffeehouse favourites into consumers' homes in innovative new ways,” said Nik Dhodi, Vice President, Global Coffee Alliance, Starbucks.

The companies said the strong consumer response to Refreshers demonstrates growing interest in fruit-based beverages that can fit different consumption occasions and be adapted to individual taste preferences.

The new concentrates extend that proposition into the at-home beverage market, giving consumers the option to prepare Refreshers with different mixers and serve them according to their preferences.