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Coffee

Costa continues its unique coffee experience as it opens its 200th store within the region



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Costa continues its commitment to the region as it opens its 198th, 199th and 200th stores in Mohandiseen, Cairo.

This brings Costa's total expansion to 140 stores since the initial 60 they began with in 2005.

Dubai alone has seen an increase from 0 -20 stores in the last 18 months. What's so unique about the latest editions

to the Costa family is that they all opened on the same day.

Mohandiseen, as the place to be seen in Cairo, was the perfect location to open the stores and the new environment complements the new store design which is currently in use in the UK. The opening of the 200th store underlines Costa's commitment to growth in the region and is further evidence that the regions No 1 coffee shop chain is exploring the trendy market place.

Costa understands the competitiveness of the market and its consumers and believes really tuning into their needs is the key to their success.

Anita Cox, Costa's Regional Marketing Manager said, 'It's not just about the beans it's about the whole coffee experience.' This unique business philosophy can be seen within the new store design. The colour palette has been softened to incorporate more colours, to both energize and relax customers. This has been accompanied by European heritage style artwork on the walls.

Taking feedback from consumer groups Costa has responded by ensuring these new stores have more soft chair seating aswell as high chair 'pit stop' configurations. So whether you're in a rush but that need that quick caffeine fix, or if you're looking for a relaxing coffee with your lunch, Costa ensures all your needs are catered for.

Curious U.A.E. customers can visit a prototype of the new 'Summertown' coffee shop at Emaar's Business Hub.

For more information on Costa, please contact: Chris McDonnell, Siren Consulting tel: 04 3215351

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