



Press release

17/02/09

**COSTA BRINGS YOU THE TASTE OF ARABIA WITH THE NEW LEMON & ROSEWATER
MUFFIN**

Costa Coffee continues in their tradition of tailoring their popular food menu to the particular tastes of the region with the new Lemon and Rosewater muffin – a soft and fluffy muffin lightly flavoured with lemon and injected with a rosewater filling, topped with rosewater icing.

Costa Coffee's regional food and snack menu is proving increasingly popular following the introduction of various products specifically developed for the region and this latest addition offers a delightfully exotic range of tastes and textures.

Jacqueline Felton, Product Development Manager for Emirates Leisure Retail (ELR) Costa commented on the new addition, "At Costa we understand the importance of developing a bespoke menu for our region, clearly a best selling product from the UK may not prove as popular in the UAE, which is why research and development of new ideas is essential in order to appeal to the tastes of the whole market."

"We pride ourselves on the quality of our muffins," Felton continued, "and are always looking for new ideas for combinations of flavours. We are unique in that we have very strong food development expertise in the region. We're confident that this flavour will prove a popular addition."

Costa's new Lemon & Rosewater is available in all Costa stores across the UAE from February.

For more information on Costa, please contact:

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