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PRESS RELEASES

Tata Coffee launches Tata Mr. Bean Coffee Junction

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- The first-of-its-kind outlet in the country, 'Junction' combines retailing, vending and R&G under one roof.
- Fresh roast and ground quality coffee personalised as per consumers' preferred favourite blends and tastes.
- The first-of-its-kind 'coffee databank' - database of consumers' personalised tastes and preferences.

Chennai: Tata Coffee Limited, the largest integrated coffee company in Asia today announced the launch of Tata Mr. Bean Coffee Junction, India's first coffee outlet for the aficionados and true connoisseurs of coffee. Tata Mr. Bean Coffee Junction is set to revolutionise coffee retailing in India. Tata Mr. Bean Coffee Junction not only offers consumers the convenience of buying branded quality coffee, which is freshly roasted and ground according to the consumer's favourite coffee blend, but also gives them the opportunity to taste the blend, all under one roof.

Tata Mr. Bean Coffee Junction is the first outlet of its kind in the country. A significant feature of the junction will be the customers databank, where the consumer's personal taste is captured ensuring that the consumers database of favorite blends and preferences is maintained. This would enable Tata Mr. Bean Coffee Junction to provide highly personalised and customised service to the customer every time.

Speaking on the occasion, Mr Hamid Ashraff, managing director - Tata Coffee Limited, said, "Tata Mr. Bean Coffee Junction is another step towards making Tata Coffee a truly enterprising and brand-driven FMCG company. Tata Coffee as a company is committed to providing consumers quality coffee customised to their favourite blend and preference. Tata Mr. Bean Coffee Junction will revolutionise coffee retailing in the country. This is in keeping with the focus of Tata Coffee on its major thrust areas of vending, R&G outlets and brands."

Today's urban consumer seeks an experience and places a premium on brand, quality, and more importantly on personal choice and preference. Tata Mr. Bean Coffee Junction is an outlet with a difference, which meets such demands for good quality coffee. The consumer not only has the choice to choose from a range of quality coffees like Pea berry, Plantation and other quality coffees but also the option of tasting their personalised blend prepared through high quality filter coffee machines. Such a concept is truly a first in coffee retailing in India.

This is the first of several such outlets that Tata Coffee plans to roll out across South India. This will enable the brand to reach out to the entire spectrum of the coffee market right from packaged coffee, roast and ground coffee to liquid coffee.

Tata Coffee Limited

Tata Coffee is Asia's largest integrated coffee conglomerate and produces 10 million kgs of coffee from 7,000 hectares spread over 17 estates across Chickmagalur, Coorg and Hassan districts in Karnataka. Tata Coffee is a serious player and aims to become the Number 2 player in the branded filter coffee segment by selling its entire production in value added form. The company is focusing more on transforming itself into an enterprising and brand-driven FMCG company.