

**Press release**

15<sup>th</sup> November, 2010

## **CHRISTMAS FOR COFFEE LOVERS**






Coffee lovers can get their festive fix at Costa this Christmas. The UK's number one coffee shop chain will be bringing back favourite seasonal treats as well as launching a range of new products.



This Christmas, Costa has expanded its festive cakes selection even further than before. The range now includes a Chocolate & Hazelnut cake and a Black Forest Cupcake. Costa's Yule Log and award-winning Mince Tarts make a welcome return along with indulgent gingerbreads, muffins and an array of sweet treats.

The Speciality Latte has become a way for many to herald the arrival of Christmas and Costa's seasonal drinks never fail to give customers that Christmas feeling. Costa's most successful speciality latte ever, the Creme Brule, is back by popular demand.

Rachel Hope, Costa's UK Product Development Manager, commented, "Preparing for Christmas is very exciting but can also be quite tiring, so it's important recharge your batteries. We've created a range of sweet and savoury products to suit all tastes while keeping some Christmas classics on the menu board. I'm confident our festive favourites, combined with the complete Costa Christmas store experience, is sure to help customers get into the Christmas spirit!"

## Costa's Christmas Range:

Product	Description	Price Eat in/Take away	Image
<b>*NEW* Blackforest Cupcake</b>	A mouth-watering chocolate cupcake filled with cherry sauce, topped with a smooth cream-cheese frosting and decorated with chocolate swirls and a cherry on top.  Recommended accompanying drink: Cappuccino	£1.80/£1.65	 Three chocolate cupcakes with white cream frosting, chocolate swirls, and a cherry on top, arranged on a glass tray.
<b>*NEW* Gingerbread George</b>	A classic crunchy gingerbread biscuit finished with a hand-iced Christmas hat and scarf.  Recommended accompanying drink: Latte	£1.65/£1.40	 A gingerbread biscuit shaped like a man, wearing a pink hat and scarf, next to a glass of latte.
<b>*New* Chocolate &amp; Hazelnut Cake</b>	A rich chocolate and hazelnut cake with an indulgent, nutty praline frosting, hand-finished with flaked hazelnuts.  Recommended accompanying drink: Cappuccino	£2.40/£2.00	 A slice of chocolate cake with hazelnut praline frosting and flaked hazelnuts, served on a plate with a fork.
<b>Mince Tart</b>	Our award-winning Mince Tart is made with crisp, golden pastry and filled with rich, fruity mincemeat. Topped with a sweet snowy-white flourish, it is the ultimate Christmas sweet treat!  Recommended accompanying drink: Flat White	£1.75/£1.50	 Three small mince tarts with a snowy white flourish, served on a dark wooden board.
<b>Christmas Chocolate Yule Log</b>	The chocaholic's dream! An indulgent chocolate mini loaf cake injected with a rich chocolate sauce centre and topped with rich chocolate frosting, a chocolate flake and dusted with sweet snow.  Recommended accompanying drink: Latte	£1.75/£1.50	 A chocolate yule log cake dusted with white powder, topped with a chocolate flake, served on a red paper liner.

<b>Brie and Cranberry Panini</b>	French brie with cranberry sauce on stonebaked warm ciabatta bread.	£3.95	
<b>Crème Brulee Latte</b>	A classic Latte with a touch of Crème Brulee syrup, a hint of caramel and vanilla. Finally topped with cream and brown sugar.	Primo -£2.65 Medio - Massimo -	

- Ends -

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**Images:**

High-res images of the Christmas range can be found at [www.whitbreadimages.co.uk](http://www.whitbreadimages.co.uk), log in and search for 'Costa'.

**About Costa:**

Costa was founded by Italian brothers Sergio and Bruno Costa in 1971.

Just 1% of the world's production of coffee is good enough for us to choose from. Only the very best coffee available can go into creating the unique taste and aroma of our Mocha Italia blend.

Costa Coffee was the first UK coffee shop chain to commit to sourcing beans from Rainforest Alliance (RFA) Certified farms. All Costa coffee comes from 100% RFA certified farms.

The Costa Foundation was set up in 2006 to give something back to the communities within the countries from which Costa sources its coffee beans. The Costa Foundation works with an independent charity partner, Charities Trust, and is operating under the auspices of Charities Trust's registered charity number 327489.

Costa is part of the Whitbread family of brands.

*"Best Branded Coffee Shop Chain in the UK and Ireland"* by Allegra Strategies, November 2010

**Financials:** [http://www.whitbread.co.uk/media.cfm?id=press\\_releases&view=361](http://www.whitbread.co.uk/media.cfm?id=press_releases&view=361)