

15 September 2014

Robinsons Retail Partners With Costa Coffee



Chris Rogers, Costa Managing Director (left) and Andy Marshall, Costa Managing Director for International Franchise (right) present a commemorative portafilter to Diosdado Felix A. Zapata III, Robinsons Retail CFO (center left) and Atty. Gilbert S. Millado Jr., Robinsons Retail General Counsel and Assistant Corporate Secretary (center right) at Costa Coffee Piccadilly, London.

Robinsons Retail Holdings, Inc. through its wholly-owned subsidiary, Robinsons Gourmet Food and Beverage, Inc., recently signed an International Distribution Agreement for the supply of Costa Coffee beans and operations of Costa Coffee shops in the Philippines.

The first Costa Coffee shop in the country is targeted to open in 2015.

Costa Coffee was founded by the Italian brothers Sergio and Bruno Costa in 1971 in Lambeth, London, as a wholesale operation supplying to caterers and specialist Italian coffee shops with their slow-roasted blend Mocha Italia. Costa branched out to retailing coffee in 1978, when its first store opened in Vauxhall Bridge Road, London. It was acquired by Whitbread in 1995 and became a wholly-owned subsidiary.

To date, Costa Coffee has more than 2,900 stores globally across 30 countries, covering operations in Europe, Russia, the Middle East, North Africa, India, China and South East Asia and has been consistently voted as the **Best Branded Coffee Shop Chain in Europe**.

Andy Marshall, Managing Director of Costa Coffee International Franchise commented "Costa is a truly global brand that is enjoyed by customers all over the world. We are pleased to be extending our reach into the Philippines, where there is already an established coffee culture.

"We look forward to serving our customers and contributing to the local communities that we will operate in. We want everyone who walks into a Costa to enjoy their handcrafted coffee in a warm and welcoming environment, which is why our stores are specially designed to be comfortable and inviting.

"We envisage a significant store opening program over the coming years, which will provide further employment opportunities and a stable infrastructure to continue our growth in the South East Asia region.

"We have a great partner in Robinsons Retail Holdings who have an enviable track record of managing and growing large international brands in the region. We look forward to working with them to deliver this exciting opportunity."

Robina Gokongwei-Pe, President and COO of Robinsons Retail Holdings, Inc. said "We are excited to bring the Costa experience to the Filipinos, and we can't wait to share our Barista's expertise and passion with them. Not only are we offering irresistible coffee but we will be accompanying it with a range of sweet and savoury treats.

"We are pleased to be part of Costa's exciting plans for growth in South East Asia and we look forward to forming a long term partnership with the brand as we continue to diversify into more exciting formats and bring additional job opportunities to the Filipinos."

Signed:



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