



## BAILEYS AND STARBUCKS INDIA INVITE JOY WITH A NEW HOLIDAY COLLABORATION CRAFTED FOR THE SEASON

- *A limited-edition line-up of five non-alcoholic Baileys Irish Cream-flavoured handcrafted beverages arrive across Starbucks India stores for the holidays*
- *Savour holiday magic with Baileys x Starbucks this December across India*

**National, December 9, 2025:** This December, two beloved global icons, Baileys by Diageo India and Starbucks, come together to celebrate the flavours, rituals, and small magical joys that define the holiday season. Developed exclusively for Starbucks for the first time, the beverages bring together Starbucks handcrafted beverage expertise with Baileys' signature Irish Cream flavour, creating a festive line up designed for warmth, joy, and everyday indulgence.

Starbucks has shaped the culture of coffeehouse rituals in India, while Baileys has long been celebrated globally for its unmistakably creamy, dessert-led flavour. Their coming together brings consumers familiar favourites with a festive twist that feels both comforting and delightfully unexpected. The holiday line-up showcases the depth and versatility of Baileys' signature flavour, paired with Starbucks most-loved formats:

- **Signature Irish Latte:** Starbucks signature latte infused with the rich flavour of Baileys Irish Cream non-alcoholic syrup, finished with a sprinkle of chocolate powder: cozy, nostalgic, perfect for winter mornings
- **Signature Irish Frappuccino:** Smooth premium arabica espresso swirled with Baileys Irish Cream non-alcoholic syrup and topped with a whipped Irish inspired cream: smooth, playful, ideal for holiday celebrations
- **Signature Irish Cold Brew:** Signature steeped Cold Brew meets Baileys Irish non-alcoholic flavoured sweet cream and garnished with chocolate dust: refreshing and full of joy
- **Signature Irish Matcha:** A creative fusion of Baileys Irish Cream non-alcoholic flavoured milk topped with airy matcha foam and a light sprinkle of chocolate: fresh and delightfully festive
- **Signature Irish Reserve® Shakerato:** Available only at Starbucks Reserve stores in Mumbai and Gurugram, rich espresso shaken with Baileys Irish Cream non-alcoholic syrup and vanilla sweet cream, topped with a Baileys coffee whipped cream and chocolate dust: serving the merry magic

**Mitali Maheshwari, Head of Product and Marketing, TATA Starbucks,** shared, *"Our holiday lineup has always been about comfort, connection, and the joy of shared moments. Partnering with Baileys lets us elevate that emotion, bringing together their iconic creamy flavour, now in a non-alcoholic syrup format with the seasonal favourites our customers love. It's an indulgent, playful collaboration designed to spark joy, invite togetherness, and make this holiday season feel a little more magical."*

**Ruchira Jaitly, CMO at Diageo India,** shared, *"We are thrilled to bring together the velvety richness of Baileys with handcrafted beverages from Starbucks. This collaboration is a showcase of our commitment to crafting elevated, non-alcoholic indulgence for all occasions and consumers. Baileys has always been about celebrating life's little treats and the moments that make the season feel special. Bringing our signature creamy flavour in a non-alcoholic format to Starbucks India allows us to reimagine indulgence for the holidays in a way that is warm, familiar, and beautifully uplifting."*



**STARBUCKS®** With Starbucks beverage mastery and Baileys' signature non-alcoholic syrup flavour, this partnership brings a new festive ritual to India, celebrating choice, comfort, and the pleasures of small, joyful moments.

The Baileys + Starbucks limited edition beverages will be available starting 10<sup>th</sup> December, starting INR 355 across all Starbucks India stores.

#### **About Tata Starbucks Private Limited**

Starbucks entered the Indian market in October 2012 through a 50/50 Joint Venture with Tata Consumer Products Limited and currently operates more than 500 stores in India across 81 cities, Agra, Ahmedabad, Ajmer, Alibaug, Amritsar, Anand, Aurangabad, Bangalore, Bhatinda, Bhopal, Bhubaneswar, Calicut, Chandigarh, Chennai, Dehradun, Faridabad, Gandhinagar, Ghaziabad, Goa, Guntur, Gurgaon, Guwahati, Gwalior, Haridwar, Hyderabad, Coimbatore, Indore, Jaipur, Jalandhar, Jodhpur, Kanpur, Kochi, Kolhapur, Kolkata, Lonavala, Lucknow, Ludhiana, Mangalore, Meerut, Mumbai, Mussoorie, Mysore, Nagpur, Nashik, New Delhi, Noida, Pathankot, Patiala, Pondicherry, Pune, Raipur, Siliguri, Sonapat, Surat, Thrissur, Trivandrum, Udaipur, Vadodara, Vapi, Varanasi, Vijayawada, Varanasi and Vizag are cities in India. through a network of over 4,305 passionate partners (employees). Starbucks stores are operated by the joint venture, Tata Starbucks Private Limited, and branded as Starbucks Coffee - A TATA Alliance.

#### **About Diageo India**

Diageo India is among India's leading beverage alcohol (alcobev) companies with an outstanding portfolio of premium brands. A subsidiary of Diageo Plc., it is listed in India on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) as United Spirits Limited (USL). Headquartered in Bengaluru, Diageo India has one of the largest manufacturing footprints in alcobev with 36 facilities across India. It manufactures, sells and distributes Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, The Singleton, Royal Challenge, McDowell's No1, Smirnoff, Ketel One, Tanqueray, Captain Morgan and Godawan, an artisanal single malt whisky from India, bringing together global expertise and local pride to deliver innovative, world-class products and experiences to consumers. With a strong focus on driving a positive impact on society, Diageo India has been working on collective action to improve livelihoods, championing Grain to Glass sustainability, responsible consumption and nurturing the alcobev ecosystem, to contribute to India's growth agenda. For more information about Diageo India, our people, our brands, and our performance, visit us at [www.diageoindia.com](http://www.diageoindia.com). Visit Diageo's global responsible drinking resource, <http://www.DRINKiQ.com>, for information, initiatives, and ways to share best practices. Celebrating life, every day, everywhere.

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