Beat: Lifestyle

BACHA COFFEE, THE LEGENDARY COFFEE HOUSE - AN INVITATION TO DISCOVER THE WORLD

EUROPEAN FLAGSHIP ON THE CHAMPS-ELYSEES

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USPA NEWS - Bacha Coffee, the Illustrious Coffee House founded in Marrakech in 1910, opened its Very First European Flagship on the Champs-Élysées in Paris, this Thursday, April 17, 2025, at 2 p.m. This Prestigious Address marks a New Milestone in the History of the Legendary Moroccan Brand, which is now expanding its Presence in Europe.

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It offers an Unparalleled Collection of more than 200 100% Arabica Specialty Coffees, selected from 35 of the Best Terroirs around the World, and perpetuates the Traditional Art of Coffee Preparation, Service, and Gastronomy.

Located at 26 Avenue des Champs-Élysées, Bacha Coffee unfolds over Three Floors where the Exquisite Aroma of Freshly Ground Coffee Beans delicately wafts, offering 1,500 m^2 of Elegance and Refinement and a True Immersion in a Unique Experience celebrating Coffee in all its Forms. The Precious Tones of Red Ochre, Black and White Checkered Floors, Geometrically Patterned Trellises, and Carved Natural Wood Furniture transport Customers to a Parisian Reinterpretation inspired by the Unique Aesthetic of its Original Birthplace, the Dar el Bacha in Marrakech.

On the Ground Floor, Coffee Masters welcome and advise Customers in a Sumptuous Boutique offering a Selection of over 200 100% Arabica Coffees, the Beans of which have been Hand-Roasted using Traditional Methods. Sourced from 35 Producing Countries, from Yemen to Hawaii, Coffee Lovers will discover a Refined Selection of Single-Origin Coffees with Delicate Aromas and Subtle Blends, as well as Coffees Naturally Decaffeinated with CO2. All are available as Beans or Ground, offered in Gift Boxes or Individual Filter Bags, and accompanied by an Exclusive Range of Accessories dedicated to the Art of Coffee.

An Invitation to discover the Perfect Alliance between Tradition and Innovation, Bacha Coffee's Takeaway Counter allows Coffee Lovers to extend the Experience on the Champs-Élysées, wherever they go. Customers can choose from the Collection of over 200 Coffees prepared to order, Hot or Iced, accompanied by a Creamy Vanilla Whipped Cream served on the Side, as well as a Raw Sugar Stick and a Reusable Glass Straw. A Selection of Signature Sweet and Savory Filled Croissants, made Daily by Chefs using Traditional Methods, enriches this Gourmet Pairing.

To extend the In-Store Experience, a 100-Seat Coffee Lounge offering Five Distinct, Cozy, and Elegant Spaces spread over Two Floors invites Customers to savor Traditional Cuisine enhanced by Notes of Different Coffees, as well as a Selection of Signature Pastries and Viennoiseries, served at Afternoon Coffee. Attention to the Smallest Detail, the Coffee Masters work with Grace and Precision, preparing Each Coffee using Traditional Slow-Extraction Methods in Sumptuous Golden Swan-Neck Coffee Pots, celebrating the Timeless Ritual of Tasting. An Invitation to savor the Moment, to let yourself be carried away by Reverie and Stroll, while demonstrating the Profound Respect accorded to Coffee.

This Opening is Part of an Ambitious Strategy driven by Bacha Coffee's International Success. Since the Reopening of Bacha Coffee in Marrakech, the Moroccan Brand has experienced Remarkable Expansion in the Middle East and Asia, with 31 Locations in 12 Major Cities, including Dubai, Doha, Seoul, Singapore, Taipei, and Hong Kong.

Taha Bouqdib, Chairman and CEO of Bacha Coffee: "Europe is a Cornerstone of our Global Expansion Strategy. The Opening of our Maison de Café in Paris represents a Major Milestone and demonstrates our Commitment to offering an Unparalleled Coffee Experience, honoring our Rich Heritage while embracing the Future."

Maranda Barnes, Managing Director, Strategy and Development at Bacha Coffee. This Parisian Address is much more than a

Boutique: it's an Iconic Showcase for Bacha Coffee in Europe. Through this Parisian Setting, we aim to offer much more than an Exceptional Coffee: a True Invitation to travel, where Each Cup tells a Story of Craftsmanship, Passion, and Know-How. We are proud to share our Moroccan Heritage with the French Capital and to embody our Vision in this Iconic Avenue, a Symbol of Elegance and Refinement.

With the Goal of Being Present in all the Major Capitals of the World by 2030, Bacha Coffee intends to continue to seduce Coffee Lovers with its Unique Know-How, Expertise, and the Consistent Quality of its 100% Arabica Collection. An Online Store dedicated to the French and European Markets illustrates this Desire to innovate and offer an Omnichannel Experience that is ever more tailored to the Expectations of its Customers.

To celebrate this Opening, Bacha Coffee is offering a Serialized Limited Edition of 2,000 Numbered Boxes of "I Love Paris Coffee", whose Aesthetic faithfully reflects the Work of French-Moroccan Artist Mehdi Qotbi, exhibited in the Flagship Store. This Series is available exclusively in the Bacha Coffee Champs-Élysées Boutique. This Arabica from the Delicately Aromatic Coffee Range invites you to take a Stroll, with Scents of Forest Berries and Wild Nuts that come together to enchant the Palate like the Embrace of Lovers. "Coffee has always been the Best Ally of Creators and Artists, a Source of Inspiration and a Driver of Creativity that opens New Horizons to the Imagination," says Mehdi Qotbi, highlighting the Natural Resonance between his Art and the World of Bacha Coffee.

About Bacha Coffee

Founded in 1910 in Marrakech and Nestled in the Heart of the Sumptuous Dar el Bacha, the Bacha Coffee House is the Result of a Tradition where the Most Enlightened Minds of the Century gathered around Delicious Cups of Freshly Ground Arabica Coffee. Today, this Iconic Location attracts Visitors from Around the World eager to discover a Century of Moroccan Heritage and savor Exceptional Coffee. With its Coffee Lounges and Boutiques, Refined Coffee Counters, Airport Shops, and its Takeaway Coffee Concept, Bacha Coffee has experienced Remarkable Expansion across Asia, the Middle East, and soon Europe. Currently, Bacha Coffee serves Customers in Over 60 Countries, including Online at www.BachaCoffee.com. Recognized for its Legendary 100% Arabica Coffees, Exceptional Gift Sets, and Premium Accessories, Bacha Coffee is also a Prestigious Leader in International Distribution and Professional Sales Service.

Source: Bacha Coffee Champs-Elysées
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