



## YPF becomes top coffee seller in Argentina

**The Full convenience store brand of the company broke all records with the sale of 2,800,000 coffees per month during 2023.**



YPF became the top coffee seller in Argentina after breaking a new sales record during 2023.

The company's Full brand of convenience stores sold more than 34 million units, a monthly average of 2,800,000 coffees, or more than 90,000 coffees per day. Currently, there are 950 branded stores nationwide and the company projects to exceed 1,000 stores by 2024.

This expansion will also include the integration of renovated and inviting spaces for customers to enjoy a wide variety of products and services.

YPF developed a special coffee for its customers to enjoy in stores throughout the country. The numerous trainings that the company carries out regularly throughout the country are a fundamental pillar to strengthen the coffee elaboration techniques and to continue maintaining and improving the quality of the product.

The brand also holds an annual competition that seeks to reward and encourage the best Full baristas in the country.

In addition, Full has a new concept in premium coffee "Barista Experience", which offers a different and superior proposal. Today the experience can be enjoyed in 70 stores and the company plans to add 30 stores this year.