



Starbucks self-serve machines to land at Swedish petrol stations

A trial will begin at seven OKQ8 gas stations in Sweden to offer Starbucks self-service machines.

Selecta, Europe's leading route-based unattended self-service retailer, has signed a significant strategic agreement with OKQ8 in Sweden to offer Starbucks on the go coffee throughout the country.

This agreement builds upon the existing partnership between Selecta and OKQ8 in Denmark, and the solution will initially be trialled in seven fuel stations in Sweden, while further stations will introduce the Starbucks platform at the start of 2020.

"We're delighted to offer Starbucks on the go throughout Sweden. OKQ8's broad network of stations, recognised brand, and focus on sustainability aligns with the Starbucks concept and we're excited to create a unique coffee experience for OKQ8's customers," said Andreas Fetscher, Head of Business Development at Selecta Sweden.

Starbucks extended its licence agreement for the Starbucks on the go solution with Selecta last year, allowing Selecta to continue operating the platform in the European market.