



FEMSA unveils new coffee self-service concept in Mexico

The first andatti Drive store is located in Apodaca, Nuevo Leon, and offers in-car ordering, advance ordering through its app and delivery.

FEMSA, OXXO's parent company, together with its commercial partner CAFFENIO, will open the first branch of andatti Drive, a new coffee store concept based on self-service, with the possibility of ordering via app and delivery platforms.

andatti is an OXXO brand that has been operating in the market for more than 17 years. Today it's evolving to be closer to its consumers and improve their shopping experience through a direct connection with them on a daily basis.

The first andatti Drive is located in Apodaca, Nuevo Leon, its concept has been developed to aim at those who travel by car and/or motorcycle, as it has 2 service lanes, which will allow for quick service. It also welcomes those who like to use delivery platforms, since they can place orders from the comfort of their workplace and/or home.

"Our goal is to meet the needs of people who are constantly on the move, we want to be that energy recharge point to keep moving forward, we want andatti to be not only the coffee of OXXO, but to become the coffee of all Mexico," said Jaime Longoria, Commercial Director of OXXO.

In addition, some of the perks customers can enjoy are: The merging of the loyalty program with the OXXO platform, orders and transactions through the app, special promotions for app users, identification and payment with QR code and touch screen ordering, among others.