



Press Release

“We proudly serve Starbucks” – new on board AIDAprima

AIDA Cruises is partnering with the popular coffee specialist and is now serving this unique premium coffee on a German cruise ship for the first time

AIDA Cruises, the Number One in the German cruise market, has brought premium coffee brand Starbucks on board - thus once again expanding its catering range. With its broad product palette the long-standing American company is the world's leading brand for specialty coffees.

As of January 10, 2016, guests will be able to enjoy a vast array of Starbucks products for the very first time on board a German cruise ship. As part of the “We proudly serve Starbucks” partnership, the extensive range carried by the Pier 3 Market on board AIDAprima will be extended to take in this popular coffee and other Starbucks specialties. This offer is to be gradually introduced to other ships of the AIDA fleet over the coming months.

“Thanks to this partnership we have added a further highlight to our gastronomic world and, with Starbucks, we are presenting our guests with another premium brand on board our fleet,” says Steffi Heinicke, Vice President Guest Service, AIDA Cruises.

Guests will be able to choose from up to 26 different specialty coffees and teas. From the simple and classic “Americano” to a “sugar-free hazelnut-flavored latte” the Starbucks program has the right product for every coffee lover. Depending on the product, guests can also choose from three different sizes: Espresso, Tall or Grande.

Just as AIDA Cruises has developed the cruise into one of Germany's most popular types of vacation, Starbucks reinvented the modern coffee shop, transforming a hot drink into an emotional flavor experience. Today coffee lovers make a beeline for Starbucks outlets all over the world – and now they can do so on board AIDAprima as well.

Further information about AIDA vacation world offers is available from travel agencies, at www.aida.de or by calling the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

Rostock, January 10, 2017

Information about AIDA Cruises:

AIDA Cruises is one of the fastest growing and most successful tourism businesses in Germany. The company employs about 8,000 people from 40 different countries at their corporate offices and on board AIDA ships. AIDA Cruises operates and markets one of the world's most state-of-the-art fleets, currently comprising 11 cruise ships. In summer 2017 AIDA Cruises will welcome its twelfth cruise ship – AIDAprima – to the fleet with the smiling lips, and will be offering cruises from Palma de Mallorca and Barcelona.

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Two more new ships will be commissioned in 2019 and 2021. AIDA is the world's first cruise operator to apply the "Green Cruising" concept, powering its new generation of ships entirely with LNG (liquefied natural gas) from 2019. www.aida.de

Information about Starbucks:

The company's history begins in 1971. At the time Starbucks was a small coffee roaster, trading in coffee, tea and spices. The Starbucks name was borrowed from that of the First Mate in Herman Melville's novel, Moby Dick. The logo is also inspired by the ocean, showing a twin-tailed siren from Greek mythology. In the beginning there was only a single store at Pike Place Market in Seattle. Today Starbucks welcomes several million guests to more than 17,000 outlets in over 50 countries.

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