

Media release

Emmi Matcha Latte: The RTD pioneer Emmi Caffè Latte launches another on-the-go trend drink

Lucerne, 19 March 2026 – The Emmi Group is making the next big move in the ready-to-drink segment. With the new Emmi Matcha Latte, the iconic Emmi Caffè Latte brand is expanding its portfolio with another delicious on-the-go trend drink. The lactose-free innovation made from high-quality matcha and the best Swiss milk will be available in Switzerland, Germany, Austria, Spain and Belgium from mid-March 2026.

With the launch of the Emmi Matcha Latte, the Emmi Group is emphasizing its leading innovative strength and picking up on one of the most dynamic global beverage trends. Matcha provides gentle, long-lasting energy and has established itself around the world as an additional delightful option alongside classic coffee drinks in recent years. Emmi is thus meeting the need of many consumers for a tasty matcha latte as a natural source of energy for a conscious lifestyle on the go.

Emmi Matcha Latte combines Swiss milk with freshly prepared matcha made from ground green tea leaves and boasts a finely balanced, creamy flavour. Matcha is a natural source of energy and rich in antioxidants such as catechins as well as amino acids such as L-theanine. The drink is lactose-free and contains no artificial flavours or sweeteners.

With this innovation, Emmi is consistently expanding the success story of Emmi Caffè Latte. More than 20 years ago, Emmi pioneered the introduction of ready-to-drink coffee in Europe, creating new moments of delight on the go. The Emmi Matcha Latte builds on this legacy and translates it into the present – inspired by global trends, rooted in Swiss dairy expertise and made for conscious, indulgence in everyday life – a modern, green dairy moment for the next generation of ready-to-drink fans.



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Downloads and further information

- [Emmi Matcha Latte images and video](#)
- [Emmi Media Corner](#)

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About Emmi

The Emmi Group is a Swiss company with a long tradition, headquartered in Lucerne. Founded in 1907 by dairy farmers' cooperatives, it is now at home around the world while remaining closely connected to its roots. Innovation and responsibility drive Emmi. With deep craftsmanship and expertise, the company produces high-quality dairy products and desserts, and holds strong positions in ready-to-drink coffee with Emmi Caffè Latte, functional nutrition, speciality cheese and premium desserts. In its strategic niches, Emmi is a pioneer, creating moments that last.

Emmi thinks in the long term and acts with care towards people, animals and nature. The company is committed to making the sustainable dairy industry the norm, creates value in rural regions and helps strengthen family-owned structures. At the heart of its activities are people who take responsibility and shape the future together across generations.

The Emmi Group is listed on the SIX Swiss Exchange (EMMN) and is majority-owned by ZMP Invest AG, which represents approximately 2,800 dairy farmers. Through this structure, a significant portion of profit flows back to these milk suppliers in the form of dividends. The company operates 73 production sites in 13 countries and its products are available in around 90 markets. In 2025, approximately 12,800 employees generated sales of CHF 4.7 billion. For more than 100 years, Emmi has taken responsibility – and has the courage to continue innovating.