

Press release

Emmi celebrates 20 years Emmi Caffè Latte

Lucerne, 15 March 2024 – The Emmi Group is celebrating two decades of its successful Emmi Caffè Latte brand in Switzerland and beyond. Twenty years ago, driven by its pioneering spirit, Emmi looked to Japan for inspiration – not only revolutionising the Swiss coffee market in the process, but creating a product beloved by millions of people around the world. Fans of Emmi Caffè Latte have been invited to Zurich’s main railway station to join in the birthday festivities, which are being held to celebrate the remarkable success of this iconic brand. Alongside musical highlight on stage with Andriy, followed by a surprise act and an appearance by former brand ambassador Tom Lüthi, Emmi is kicking off its anniversary year by launching its innovative “Cookies & Cream” product.

As the new millennium ushered in a new coffee house culture and a trendy barista scene, Emmi’s creative minds turned to Japan for inspiration. Here they discovered a coffee speciality that was yet to set its mark in Europe. Emmi’s innovators were not impressed by the quality of cold coffee products available at the time. In March 2004, drawing on a wealth of inventiveness, skill and dedication, they developed a high-quality product using freshly roasted and brewed coffee. Emmi Caffè Latte embodied the essence of Switzerland – from the meticulous roasting and production processes to the use of the finest quality milk. The first ready-to-drink coffee available in Europe was born. Thanks to Emmi’s pioneering spirit and ingenuity, cold coffee on the go was about to become a new way to enjoy coffee.

“Guided by our pioneering Swiss spirit and innovative flair, we not only created a fantastic taste experience with Emmi Caffè Latte, but a new lifestyle too. Today, Emmi Caffè delights millions of consumers in many countries and sets the trend year after year,” says Ricarda Demarmels, CEO of the Emmi Group.

A sensational coffee experience featuring premium milk from the heart of Switzerland

Two decades on, the success story continues. Emmi Caffè Latte is the number one ready-to-drink coffee on the market in Switzerland, Spain and Austria, and number two on the Belgian, German and UK markets. The iconic brand combines freshly brewed, barista-quality coffee made from certified beans with premium grade Swiss milk – all processed with care and completely free from artificial additives. The milk, primarily sourced from grass-fed cattle, is exclusively sourced from Swiss dairy farmers who adhere to the rigorous “Sustainable Swiss Milk” industry standard. Other sustainability aspects play a crucial role: for instance, Emmi Caffè Latte packaging is constantly being optimised and plastic use significantly reduced.

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“Over the years, we have tailored Emmi Caffè Latte with great deal of innovative strength to meet the evolving needs of our consumers. One example is the recent launch of our Mr. Huge product, which comes in a recyclable PET bottle for consumption when working from home. But there is one thing we remain committed to – ensuring Emmi Caffè Latte is produced entirely in Switzerland,” stresses Marc Heim, Executive Vice President Switzerland.

Fun new edition to mark anniversary: “Cookies & Cream”

Just in time with the anniversary, Emmi has launched the new “Cookies & Cream” flavour as well as a “Plant-based Macchiato” alternative. On 15 March, Emmi Caffè Latte fans will be able to enjoy these products exclusively at the big birthday party at Zurich’s main station and eight other stations in Switzerland. The musical entertainment featuring Andryy, followed by a surprise act and the appearance of former brand ambassador Tom Lüthi in Zurich, are the prelude to a series of fantastic anniversary activities including the [Emmi Caffè Latte Beach Tour](#) in Switzerland. Learn more about the first day of the anniversary celebrations on the [website](#).

Download material and further information

- [Emmi Caffè Latte website](#)
- [20 facts about Emmi Caffè Latte](#)
- [Emmi Caffè Latte Beach Tour](#)
- [Images Emmi Caffè Latte](#)
- [Emmi Media Corner](#)

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About Emmi

Emmi is Switzerland’s leading producer of high-quality dairy products. The company’s roots date back to 1907, when it was founded by dairy farmer cooperatives in the Lucerne region. With its clear strategy, innovative products and brand concepts established beyond Switzerland, including Emmi Caffè Latte and Kaltbach cheese, Emmi has grown into an international listed group (EMMN) with a strong local presence in 14 countries.

Emmi’s business model has always been based on a careful approach to nature, animals and people. In this way, Emmi creates the best dairy moments, today and for generations to come, while contributing to value creation in rural regions. The company distributes its quality products to around 60 countries and undertakes manufacturing at over 57 of its own production sites in 11 countries. With more than 9,000 employees, around 70% of whom work outside Switzerland, the Emmi Group generated sales of CHF 4.2 billion in 2023.