



NESCAFÉ Partners with Doi Tung to Launch First-Ever “NESCAFÉ ROASTERY DRIP COFFEE”

Crafted from 100% Thai Arabica from Nan and Chiang Rai, a Limited-Edition Coffee for International Coffee Day

BANGKOK, 2 October 2026 – NESCAFÉ, a global coffee brand of Nestlé, has partnered with Doi Tung to launch “NESCAFÉ ROASTERY DRIP COFFEE,” NESCAFÉ’s **first-ever premium drip coffee**, in a limited-edition release crafted from high-quality Thai Arabica coffee beans cultivated and selected by Doi Tung from coffee-growing areas in Nan and Chiang Rai. Created with meticulous attention throughout the coffee-making process, the special release brings Thai coffee lovers a premium Thai coffee experience to celebrate International Coffee Day on 1 October 2026. NESCAFÉ and Doi Tung share the same passion for advancing coffee development and supporting coffee farmers to improve productivity and livelihoods, while contributing to a more sustainable future for Thailand’s coffee industry and delivering high-quality coffee to Thai consumers.

The launch comes amid the continued growth of urbanization and café culture in Thailand. The Roast & Ground coffee segment, valued at approximately THB 52 billion in 2025, is the fastest-growing segment in Thailand’s coffee market, with segment value growth increasing by approximately 9 percentage points over three years, from 21.7% in 2022 to 30.7% in 2025, according to Euromonitor’s Total Coffee research. This growth reflects opportunities for the drip coffee market, which is based on roast and ground coffee, as well as growing interest among Thai consumers in more crafted coffee experiences with distinctive stories behind the cup.



Mr. Othman Chraibi, Business Executive Officer – Coffee Business, Nestlé (Thai) Ltd., said, “The launch of NESCAFÉ ROASTERY DRIP COFFEE reflects pride in Thailand’s coffee industry. As NESCAFÉ’s first-ever drip coffee, created in partnership with Doi Tung to celebrate the value of Thai coffee, it is crafted from 100% Thai Arabica coffee beans cultivated and selected by Doi Tung in Nan and Chiang Rai, then carefully roasted to deliver a special premium drip coffee experience for Thai coffee lovers to celebrate International Coffee Day. Available

only throughout October, this special release reinforces NESCAFÉ's coffee leadership in Thailand, while promoting pride in Thai coffee and supporting better livelihoods for Thai coffee farmers."

NESCAFÉ ROASTERY DRIP COFFEE begins with high-quality Arabica coffee beans from selected growing areas in Thailand. The beans undergo the Honey Process, which brings greater sweetness and complexity to the coffee, followed by the Washed Process, before being roasted to a Light-Medium Roast at intensity level 3 to fully bring out the distinctive character and flavors of the beans from each origin. The result reveals distinctive notes of citrus, dried fruit and brown sugar, allowing coffee lovers to savor the craftsmanship of a premium drip coffee experience anytime, anywhere.



NESCAFÉ ROASTERY DRIP COFFEE also reflects NESCAFÉ's commitment to combining its coffee expertise with the potential of Thai coffee beans and Doi Tung's expertise in coffee development. Together, they have created a high-quality coffee experience that elevates the value of Thai coffee and carries pride from the coffee-growing communities to consumers.

In addition, NESCAFÉ will donate all proceeds from sales of NESCAFÉ ROASTERY DRIP COFFEE from 1–31 October 2026 with no expenses deducted, to support the restoration of homes and facilities damaged by the flooding in September 2026 and to assist affected communities.

NESCAFÉ ROASTERY DRIP COFFEE, crafted from 100% Thai Arabica coffee beans, is available as a limited-edition micro-batch of only **10,000 boxes**. Each box contains **5 sachets** and is priced at **250 baht**. It will be available throughout October via the **NESCAFÉ Official Store on Shopee, TikTok and Lazada**. For more information, follow Facebook NESCAFÉ Thailand

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แหล่งที่มา: Khao Sod on 9th October 2026

<https://www.khaosodenglish.com/news/2026/10/09/nestle-partners-with-doi-tung-to-launch-first-ever-nestle-roastery-drip-coffee/amp/>



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