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# Costa machine promises no ordinary cup o' joe at DXB

By **Rick Lundstrom** on July, 1 2013 | Airline & Terminal News



Costa Coffee today launched a “5-sense self-serve coffee experience” with the delivery of the Marlow 200 self-serve machine to Terminal 3, Concourse A, at Dubai International Airport.

The Marlow 200 is the result of 12 years of coffee innovation and is the next wave of the Costa Express business. In two years, 3,000 machines were part of the launch of Costa Express in the United Kingdom.

Working in partnership with Intel, Microsoft, Thermoplan, Bsquare, and Pininfarina, the Marlow 200 serves Mocha Italia coffee with fresh milk and smart technology.

The Marlow 200 is designed to appeal to all five senses of the coffee lover. Its look is from the Italian design house, Pininfarina. The body is “characterized by sinuous lines conveying an elegant look reminiscent of the automotive world,” said a release from Costa Coffee

Each unit recreates the sound of a bustling café. A company called eMixpro, which has mixed sound for U2, The Killers and Snow Patrol put together the sound.

The 27-inch HD touchscreen uses Intel and Microsoft technology for an intuitive user interface created by gaming specialists, Atomhawk.

The smell of a coffee shop greets customers as they approach the machine. The scents and their delivery are by Givaudan and Scentys.

Coffee lovers have a choice of more than 250 espresso drinks - all bespoke using Costa's famous Mocha Italia blended coffee and fresh milk. Users can personalize drinks to their preferences.

In 1999, Emirates Leisure Retail (ELR) became the first international franchise partner of Costa Coffee and opened the first Costa Coffee store outside of the UK at the Aviation Club in Dubai.

"ELR's partnership with Costa to introduce the world's first Marlow 200 here at Dubai International means time-pressed consumers now have the opportunity to enjoy the great Costa taste as they make their way to their flight out of Concourse A at Emirates Terminal 3," said Andrew Day, Group CEO of Maritime Mercantile International (MMI) and ELR. "The Marlow 200 is now in full-scale production and we look forward to introducing more of these innovative machines across the UAE, giving customers access to their favorite Costa coffee in locations where it is not currently available."

The launch event was attended by key executives including Scott Martin (CEO of Costa Express), Gary Chapman (President of Group Services and dnata, Emirates Group), Paul Griffiths (CEO of Dubai Airports), Eugene Barry (Senior Vice President of Commercial, Dubai Airports) Andrew Day (Group CEO of MMI and ELR), Kevin Zajax (Chief Commercial Officer, ELR) and Eric Hughes (General Manager of Costa Coffee UAE).