

EG Benelux and Premium Coffee Group launch Lavazza Premium Coffee Experience across 267 Esso Sites in Belgium, Netherlands and Luxembourg

11 June 2025 – EG Benelux, in partnership with Premium Coffee Group AG, is proud to announce the rollout of a new **Lavazza Premium Coffee Solution** across **267 Esso forecourt sites** in the Netherlands, Belgium, and Luxembourg. This marks a significant step forward in redefining the consumer coffee experience at petrol retail locations in the region.

Under a newly signed **6-year partnership**, EG Benelux and Premium Coffee Group will introduce a benchmark-setting, high-quality coffee offering that aims to attract and delight modern, quality-conscious consumers. The collaboration underscores a shared commitment to innovation, customer satisfaction, and operational excellence.

Key partners supporting the initiative include:

- **Franke Coffee Systems**, together with **Hillewaert BV**, providing professional coffee equipment, installation, and service support.
- **Bluespresso BV**, the Benelux distributor of **Lavazza**, supplying the finest Lavazza certified coffee beans to ensure a consistent premium taste.
- **ITAB BV**, contributing cutting-edge furniture and design solutions to elevate the in-store coffee experience.

This initiative aligns with EG BeNeLux's strategy of continuously improving the consumer journey across its forecourt locations by combining best-in-class products with strong operational partnerships.

"Coffee brings consumers a moment of rest, enabling them to relax and reload their senses while taking a break from being on the road. More and more, coffee represents a lifestyle, and consumers expect that lifestyle experience wherever they are. Moreover, offering a premium coffee experience entices consumers to spend more time in the petrol station, increasing spending in the shop. With this partnership, EG BeNeLux is taking a next step in bringing the premium coffee experience to consumers in petrol retail stations, supporting a positive brand experience and increasing shop revenues", says Sjoerd van den Dungen, COO and co-owner of Premium Coffee Group AG. "



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Photography can be downloaded via: <https://we.tl/t-fkkeuk7vgl>

Credits photography: Bureaubeeld www.bureaubeeld.nl

About EG Benelux

EG Benelux is part of the EG Group, one of the world's leading convenience and fuel retailers, committed to delivering high-quality services and offerings across its forecourt network.

More information: <https://www.eg.group/>

About EG Group

Founded in 2001 by the Issa family, United Kingdom-based EG Group is a leading convenience retailer which has established partnerships with global brands. The business has an established pedigree of delivering world-class Grocery & Merchandise, Foodservice and Fuel offer.

EG Group currently employs in excess of 50,000 colleagues working in more than 6,300 sites across USA, UK & Ireland, Continental Europe and Australia.

Zuber Issa CBE and Mohsin Issa CBE, founders and co-CEOs, EG Group, were honoured in the Queen's Birthday Honours List 2020 for their contribution to business and charity. They were also jointly named the 2018 EY Entrepreneur of the Year in the UK.

Further information at <https://www.eg.group/>

About Premium Coffee Group AG

Sporting over 12 years of experience, Premium Coffee Group AG specializes in premium coffee concepts and solutions across Europe, offering complete service packages from equipment and bean supply to operational and strategic support. With a love for coffee and a dedication for premium solutions, Premium Coffee Group AG supports retailers with sustainable, revenue-increasing solutions that increase customer satisfaction.

More information: www.pcg.ag

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