

Porsche collaborates with ST. ALi to craft an exclusive coffee for connoisseurs

11/04/2025 Introducing the new exclusive Porsche blend, Porsche x ST. ALi Coffee: driven by a taste for excellence.

Porsche Cars Australia is proud to announce an exciting new collaboration with ST. ALi, the renowned Australian specialty coffee roaster, to create a bespoke coffee blend that reflects the exceptional standards of the Porsche brand. For the very first time, Porsche enthusiasts can enjoy this exclusive coffee creation, available only at Official Porsche Centres and via our Porsche Online Store.

Porsche x ST. ALi Coffee, a first-edition small-batch roast, embodies precision, performance, and craftsmanship – all of which define the iconic Porsche legacy. Crafted for true connoisseurs, this collaborative blend was meticulously developed to mirror the attention to detail and excellence synonymous with Porsche's engineering and design, providing enthusiasts with an unparalleled way to experience the brand.

With a diverse combination of beans sourced from some of the most distinguished coffee regions and producers globally – like Brazil and El Salvador – the blend strikes the perfect balance between tradition and cutting-edge innovation.

“Cars and coffee have more in common than one might think,” said Lachlan Ward, CEO of ST. ALi. “Done right, both have the potential to elevate the everyday - be it your daily drive or morning coffee. Your choice of either speaks volumes about the kind of person you are.”

Designed for those with a penchant for the finer details in life, this coffee blend offers a silky-smooth mouthfeel, bold richness, and bright acidity – the winning ingredients for an exceptional cup of coffee.

Porsche x ST. ALi Coffee is an exclusive blend that is only crafted in small batches, each creation has been carefully tailored to the exacting standards of the Porsche team. Meticulous adjustments were made throughout the process to ensure every sip embodies the craftsmanship and innovation that clearly defines the luxury marque.

The result? A bold, unapologetically confident and precise coffee blend that will be enjoyed… and savoured.

“We recognised very early on the potential of coffee as a connector of people, brands, and ideas,” adds Ward. “It’s been a pleasure to work with Porsche Cars Australia to bring a layer of hospitality to their dealerships and develop a blend that is distinctly “Porsche” in a way that no other car (or coffee!) can be."

Daniel Schmollinger, CEO and Managing Director of Porsche Car Australia, also shared his excitement for the in-dealership experience that awaits Porsche customers and enthusiasts alike.

“At Porsche, every detail matters – to provide our customers with a bespoke crema reflects another tailored sensory experience for when customers join us in Official Porsche Centres,” said Schmollinger. “This collaboration with ST. ALi is a natural extension of Porsche's passion for perfection, providing an exclusive experience that extends beyond the road and into the cup”.

Porsche x ST. ALi Coffee features a harmonious combination of three exceptional coffee varieties:

- **Paubrasil**– from the Cerrado Mineiro region in Brazil, this unique coffee, known for its smooth, full-bodied flavour and prestigious Protected Designation of Origin status, delivers a balanced, rich profile that mirrors the luxurious experience of a Porsche vehicle.
- **CarmoCoffee Peaberry** – grown from the Brazilian specialty coffee exporter, CarmoCoffees, this selection undergoes meticulous natural processing to offer bold, rich espresso with exceptional depth and character.
- **Finca Mauritania** – hailing from the acclaimed fifth-generation coffee producer, Aida Batlle, this

washed-process selection from El Salvador's Finca Mauritania introduces a vibrant acidity that elevates the blend to new heights, making it a true sensory experience.

Porsche x ST. ALi Coffee features distinctive packaging inspired by the brand's global partnership with La Marzocco and the iconic 1973 Targa Florio victory. It showcases the legendary 911 Carrera RSR in Martini Racing livery, commemorating Porsche's triumph in one of Italy's most prestigious road races.

Porsche x ST. ALi Coffee is available exclusively through Porsche Dealerships and our Porsche Online Store, giving Porsche enthusiasts and coffee aficionados an extraordinary new way to indulge their senses.

Info

Visit the store today at store.porsche.com.au.

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