

Christmas just got merrier with Secret Santa at Third Wave Coffee



Dais World | 19/12/2024 07:42 PM

~ Brand invites customers to revel in the festive vibes with coffee & hidden gifts ~

This Christmas season, **Third Wave Coffee**, the coffee-first QSR brand, is sprinkling a little extra holiday magic by brewing up more than just coffee. With its delightful **'Secret Santa' campaign**, the brand is surprising its customers with gifts, embracing the spirit of holidays with a dash of playful mystery and festive cheer. Known for its warm spaces and expertly crafted brews, Third Wave Coffee is turning its cafes into treasure troves of surprises. From 19th to 24th December, customers can experience the thrill of discovery while sipping their favourite coffee. Look around and you may stumble upon a little gift left by none other than the **Third Wave Coffee Secret Santa**. Catch a glimpse of what happiness at a Third Wave Coffee cafe looks like here: [Third Wave Coffee's official Instagram page](#). The wide smiles and sheer joy felt by the customers is only the most apt expression of the season! Adding to the festivities, Santa Claus would be making special appearances at select cafes, spreading joy by handing out Christmas cards and scratch cards with exciting offers for the season.

Ayush Bathwal, Co-founder at Third Wave Coffee, shares more about the spirit fuelling the campaign, "Holidays are all about warmth, joy, community and connections. And it is this very feeling that we want to recreate at our stores. This Christmas, we wanted to go beyond just great coffee and food, to bring a sense of festive adventure to our in-store experiences. Third Wave Coffee's 'Secret Santa' campaign is our way of celebrating the season by delighting our customers, making their time at the cafe even more memorable. After all, it's all about enjoying the little things - a perfect brew, festive vibes, and the joy of an unexpected gift!"

The campaign is designed to spread joy and make every visit to Third Wave Coffee a memorable holiday adventure. Keeping the element of surprise alive, customers are encouraged to explore their surroundings, peek behind the festive decor or check under their comfortable seating for the

coveted gifts. The best part - finders are keepers! Making it more enjoyable will be the vibrant Christmas decor and live carol singing sessions at select cafes. The festivities don't end here. Amidst holiday hues of red & green, indulge in seasonal delights as Mocha Toffee Nut Frappe, Mocha Toffee Nut Latte and S'mores Hot Chocolate, paired with S'Mores Cookie and Hummingbird Cake. To take the indulgence a notch higher, or to delight your loved ones, browse the exclusive holiday merchandise and curated Christmas hampers. So don't keep Santa, and your surprise gifts waiting; swing by your nearest Third Wave Coffee store and make it a December to remember!

About Third Wave Coffee

Third Wave Coffee is a coffee and food QSR brand founded by Sushant Goel, Anirudh Sharma and Ayush Bathwal in 2015. With a commitment to quality and innovation, the homegrown coffee QSR chain has rapidly expanded to over 100+ stores nationwide, earning a reputation as the fastest-growing coffee brand in the country. Third Wave Coffee is dedicated to providing a high-quality coffee-first experience to its customers across the country with a specific focus on high-quality beans, convenient locations and a technology-enabled consumer experience.

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