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FOR IMMEDIATE RELEASE

CARIBOU COFFEE OPENS A NEW LOCATION IN MADISON

The first Caribou Coffee to open in the Madison market in several years started serving guests Monday, Dec. 30

MINNEAPOLIS, MN – January 8, 2024 – [Caribou Coffee](#)[®], a premium coffeehouse known for industry-leading innovation and signature handcrafted beverages, is thrilled to announce the opening of a new location in Madison, Wisc. The new coffeehouse is located at the intersection of Buttonwood Drive and American Parkway, down the road from the American Family Insurance Corporate office.

As Caribou Coffee continues to expand nationwide, this is the first standalone location to open in the Madison market in several years and the seventh new coffeehouse to open this year in Wisconsin. With the opening of the Madison location, there are now [52 Caribou Coffee locations](#) in the state.

The full-service coffeehouse in Madison features both indoor and outdoor dining spaces as well as a drive-thru. Guests can order all their favorite drinks, including the recently launched [refreshed menu](#) featuring the Honey Lavender Espresso Shaker and Lavender Lemonade Energy Drink, along with another new energy drink—Berry-C Energy Drink with Coconutmilk Cold Foam. Guests can delight in handcrafted drinks using only real ingredients, like real chocolate chips and caramel sauce. Caribou also offers alternatives for non-coffee drinkers, including teas and energy drinks. Additionally, guests can find delicious offerings from Caribou’s food menu, including a variety of high-quality breakfast sandwiches, baked goods and snacks.

Guests who visit the new location during the grand opening celebration, Friday, Jan. 10 – Sunday,

Jan. 19, can take advantage of incredible offers when ordering in-person. Each day features a new offer highlighting menu items or giveaways while supplies last.

Grand opening deals include:

- Friday, Jan. 10: Free tote bag giveaway with a purchase to the first 50 guests
- Saturday, Jan. 11: Free Cake Pop with large or extra-large beverage purchases
- Sunday, Jan. 12: \$3 large Espresso Shaker beverages
- Monday, Jan. 13: 50% off a beverage with the purchase of an All Day Breakfast or Lunch sandwich
- Tuesday, Jan. 14: 50% off Energy drinks
- Wednesday, Jan. 15: BOGO free All Day Breakfast or Lunch sandwich
- Thursday, Jan. 16: 50% off mocha beverages
- Friday, Jan. 17: \$3 large Caramel High Rise® beverages
- Saturday, Jan. 18: 50% off Crafted Press beverages
- Sunday, Jan. 19: 100 bonus points (valid for 30 days) to Caribou Perks members with purchase

Additionally, for every transaction during grand opening weekend, Saturday and Sunday, Jan. 11-12, Caribou Coffee will donate \$1 to [Madison Reading Project](#) supporting their mission to connect the Madison community with free books and literacy resources that ignite a love for reading and affirm and reflect the diversity of young readers.

Key Store Information

- Address: 5450 Buttonwood Drive, Madison, WI 53718
- Phone: 608-740-7997
- Opening day: Monday, Dec. 30
- Grand opening celebration: Friday, Jan. 10 – Sunday, Jan. 19
- Ribbon cutting ceremony: Friday, Jan. 10 at 10 a.m.
- Grand opening giveback: \$1 to Madison Reading Project from Jan. 11 - 12
- Hours of operation:
 - Monday - Friday: 5:30 a.m. - 8 p.m.
 - Saturday: 6 a.m. - 7 p.m.
 - Sunday: 6:30 a.m. - 6 p.m.

Now Hiring

Caribou Coffee is hiring Team Members and Shift Leaders to create day-making experiences in Madison and other locations. [View and apply for open positions.](#)

About Caribou Coffee®

Caribou Coffee provides high-quality, handcrafted coffee-forward beverages and craveable food options in more than 800 coffeehouses worldwide. Known for a commitment to sustainable practices and making a difference, Caribou Coffee serves 100% Rainforest Alliance Certified coffee beans and crafts each menu item with the purpose to create day-making experiences. This passion for premium is also why Caribou Coffee makes every handcrafted beverage with only high-quality ingredients, like real chocolate chips, and no artificial flavors, colors, sweeteners or preservatives.

Caribou Coffee has 333 company-owned, 141 non-traditional and 356 franchise locations in 11 countries, as of Sept. 24, 2024. Caribou Coffee is part of a portfolio of complementary brands bound by common values, Panera Brands, comprised of Panera Bread®, Caribou Coffee® and Einstein Bros.® Bagels.

To learn more about Caribou Coffee, visit CaribouCoffee.com and follow the coffeehouse on [Facebook](#), [Instagram](#), [TikTok](#), [X](#) or [LinkedIn](#). Sign up for Caribou Coffee's loyalty program, Caribou Perks®, at cariboucoffee.com/perks or text "Perks" to 762-CARIBOU.