

## **ORLEN Group's Europe-wide Launch of Summer Beverages Strengthens Convenience Offering**

**Elmshorn, 8. July 2025 – This summer, ORLEN Deutschland and other members of the ORLEN Group are introducing up to eight new beverage varieties across their networks. The seasonal range includes iced coffee, juices, and lemonades, which will be available in ORLEN bistros and star filling stations throughout Germany.**

**Simultaneously, this summer drinks campaign supplemented by juices will be rolled out in the Czech Republic, Austria, Poland, Hungary, Lithuania, and Slovakia. By launching this initiative across multiple countries, ORLEN is creating a consistent and engaging brand experience at its filling stations throughout the Group's international network.**

The extended summer selection of refreshing specialty beverages is available at 80 ORLEN and star service stations across Germany and features up to six new iced drinks, depending on the location. Customers can look forward to a diverse selection of seasonal specialties designed to suit a variety of tastes. Highlights of the new range include the creamy Frappé Salty Caramel and the invigorating Espresso Tonic, available with a hint of hibiscus or maracuja. Lemonade enthusiasts can enjoy tangy options in lemon, maracuja, or hibiscus flavours - ensuring there's something for everyone in this vibrant summer lineup. The summer drinks will be available from next week on, starting at €3.90.

„In recent years, the convenience sales segment has experienced dynamic growth. Our strategic goal is to increase its share to 40% of total revenue within the ORLEN network by 2035. To fully leverage this growth potential, we have established a central Competence Centre in Prague, which will serve all seven countries of the international ORLEN Group“, says Agnieszka Bobrukiewicz, a member of the Board of Directors of the ORLEN Unifilling Group in charge of retail in Czechia, Hungary, and Slovakia and for developing the retail convenience services in the ORLEN Group.

The bistro concept of ORLEN Deutschland GmbH - featuring Stop.Cafés at ORLEN stations and star cafés at star filling stations - is a key pillar of the company's convenience offering. With a wide selection of fresh snacks and beverages, the concept significantly enhances the customer experience. Currently, bistro services are available at around 440 out of 605 retail locations in Germany, covering more than 70% of the network. This strong presence underscores the importance of foodservice within ORLEN Deutschland's retail strategy and its contribution to the growing convenience segment.

In ORLEN S.A.'s international network of more than 3,500 filling stations, the bistro concept is available at almost 2,500 points of sale. In addition to proven bestsellers such as sweet and savoury snacks and coffee specialties, the range includes a variety of more than 1,000

traditional, vegetarian and vegan products. In the coming months, the Prague competence centre will introduce further new offerings that focus on a modern lifestyle and healthy eating, including new breakfast and pastry categories as well as ready-to-eat take-away meals - adapted to the respective market needs. The ranges will cater to new food trends and offer a variety of choices alongside healthy options. The current summer drinks campaign was also developed based on the new international strategy of ORLEN S. A. was developed by the Czech company ORLEN Unipetrol.



Image: The summer drinks are available at star and ORLEN stations.

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#### About ORLEN Deutschland GmbH

ORLEN Deutschland GmbH was founded in March 2003. It is a 100 per cent subsidiary of the Polish multi-energy group ORLEN S.A. and part of the international ORLEN Group. The company currently operates over 600 ORLEN and star filling stations on the German market. ORLEN Deutschland GmbH, based in Elmshorn, is one of the ten largest filling station operators in Germany and is involved in a wide range of sports and cultural sponsorship activities (e.g. handball, winter sports, music festivals).

In keeping with the claim "Moving forward together", ORLEN and star filling stations offer high-quality fuels as well as their own shop products at an attractive price-performance ratio. ORLEN Deutschland is increasingly focussing on the expansion of electromobility offerings, alternative, sustainable fuels and the environmentally friendly use of resources. Customers receive additional services such as car washing, ATM and package services at many stations. Filling stations with 'star café' and 'stop.café' invite customers to take a break in a feel-good atmosphere and offer coffee specialties throughout the day, a wide selection of food, as well as hot and cold snacks.

ORLEN S.A. further expanded its market position in the DACH region at the beginning of 2024 with the acquisition of Turmöl fuel stations. With over 260 stations, ORLEN has a market share of around 10% in Austria, making it one of the three largest owners of fuel station networks in the country.

Further information about ORLEN Deutschland can be found on [www.orlen-deutschland.de](http://www.orlen-deutschland.de) as well as [www.star.de](http://www.star.de)

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