



Distilling the Journey: Porsche translates 75 years in Australia into a new coffee design

14/07/2026 Four bespoke designs bring Australia's Landscapes – and Porsche's legacy – into a sensory experience beyond the road.

Porsche Cars Australia is extending its 75-year anniversary celebrations into everyday ritual, unveiling four bespoke coffee packaging designs created to commemorate 75 years of Porsche in Australia.

Developed as a limited-run lifestyle release, the commemorative coffee brings together craftsmanship, design and culture – offering customers and enthusiasts a new way to engage with the brand's legacy.

Design inspired by the Australian journey

Created in collaboration with local partner St. Ali, each of the four designs draws inspiration from a

distinct Australian landscape, echoing the same creative direction seen across Porsche's broader 75 Years in Australia anniversary program.

The coffee concept captures this journey through design and narrative, creating a design that shows the untamed landscapes of the North, South, East and West from the open road into the perfect cup, reinforcing the connection between driving and lifestyle.

Go West — rugged and elemental

Inspired by the vast, sunburnt expanses of Western Australia, this design reflects strength and endurance. Rich, earthy tones and textured detailing evoke the red dirt, open horizons and uncompromising conditions that have long defined Porsche's testing ground for performance and durability.

Go South — coastal precision

Drawing on the dramatic southern coastline, this design balances refinement with intensity. Cooler hues and clean lines mirror the windswept cliffs and ocean roads of Victoria, South Australia and Tasmania — landscapes that demand control, precision and connection between driver and machine.

Go East — energy and rhythm

Influenced by Australia's eastern seaboard, this design channels movement and modernity. Lighter tones and dynamic composition reference surf culture, city energy and the vibrant pace of life along the coast — reflecting the evolving Porsche community in Australia today.

Go North — wild and untamed

Inspired by the tropical north, this design embraces bold colour and layered textures. Referencing rainforests, humidity and vast natural ecosystems, it speaks to exploration and discovery — a reminder of the adventurous spirit that has shaped Porsche journeys across the country.

From the earliest arrival of Porsche vehicles in Australia in 1951 through to the present day, the country's vast and varied landscapes have played a defining role in shaping the Porsche experience - from open coastal roads to remote outback terrain.

Crafted for community

Available in limited quantities, the commemorative coffee release is designed to be shared - whether at Porsche Centres, community events or within the homes of customers - extending the brand experience beyond the vehicle.

It reflects the rituals that sit alongside driving: early morning departures, conversations over coffee, and the sense of connection that defines Porsche ownership.

As Porsche celebrates this milestone year, the commemorative coffee stands as a reminder that the brand's legacy is not only defined by performance on the road, but by the moments, people and rituals that surround it.

The coffee is available at all official Porsche Centres nationwide and via the Porsche Online Store.

Image Sublines

Path: media/Images/img_1.jpg
Title: STA013-St-Ali-Porsche-006-MichaelPham-HighRes.jpg
Subline: Go West

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Subline: Go South

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Title: STA013-St-Ali-Porsche-008-MichaelPham-HighRes.jpg
Subline: Go East

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Title: STA013-St-Ali-Porsche-003-MichaelPham-HighRes.jpg
Subline: Go North

Link Collection

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