

## China's coffee upstart is pouring millions into overtaking Starbucks

Luckin Coffee, a Chinese startup that's **banking on** selling cappuccinos to **on-the-go** office workers, is spending millions of dollars a year opening **outlets** to **unseat** Starbucks Corp. as the top java seller in the country.

outlet 出口; 插座; 商店

unseat 罢免; 剥夺席位

bank on 指望; 依赖

on-the-go 忙个不停的

Launched about a year ago, the local challenger is confident it's got a winning model: small coffee outlets that will outnumber Starbucks cafes by year's end, an app that rushes out deliveries in about 18 minutes and lots of **steep discounts**. Chasing the **entrenched** rival, it's burning through \$130 million a year, according to the Xiamen-based company on China's southeast coast.

steep 夸张的; 不合理的

discount 折扣

entrenched 根深蒂固的

"China is Starbucks' best and most profitable market now, but it took them nine years of making huge losses," said Chief Strategy Officer Reinout Schakel in an interview in Beijing this week. "We will be faster than that."

Questions abound whether Luckin can **parlay** customer discounts and **media hype** into as powerful a brand as its rival. Starbucks reported last month that comparable sales growth could be as low as 1 percent over the long term, sparking concern that competition and **cannibalization** are taking their toll.

parlay 充分利用

cannibal 食同类者

media hype 媒体炒作

Seeking to shift focus from its competition with Starbucks, Schakel said that China has enough potential to sustain more than one chain. Even as it mounts its challenge, Luckin still looks to Starbucks to lead the way with its considerably larger resources in promoting coffee consumption in China.

"Of course we are competitors, but ultimately we both want the market to grow," he said.