



Tchibo Coffee Lover sneaker wins PETA Vegan Award 2025

Hamburg, 18 June 2025 The vegan "Coffee Lover Sneaker", produced by Tchibo in partnership with VLACE, has now won the prestigious "PETA Vegan Award Fashion 2025" in the "Best Vegan Sneaker" category. No question: the shoe has style, causes no animal suffering and smells of coffee.



The sneaker integrates materials such as grape and coffee leather, whereby the brown coffee leather was obtained by means of a unique utilisation of roasting residues from Tchibo's own Hamburg roasting plant.

This technological innovation not only promotes sustainability, but also conserves resources and avoids waste within the production processes.

Together with VLACE, Tchibo shows that stylish and robust trainers can also be made without using animal leather.

"We are delighted about the award for the Tchibo Coffee Lover sneaker, which is a sign of our successful collaboration with PETA," explains Johanna von Stechow, Director of Corporate Communications at Tchibo. "This partnership challenges us to continuously address important animal welfare issues and develop innovative and sustainable solutions."



The Vegan Award is presented annually by the animal rights organisation PETA Germany to the best animal-friendly products, innovations and online shops in various categories. This provides additional recognition for companies and brands that offer innovative vegan alternatives.

With the increasing popularity of the vegan lifestyle, the demand for vegan clothing, shoes and accessories is also growing in the fashion sector. To recognise this positive development towards animal-free fashion, PETA Germany presents the Vegan Award in the fashion sector.



This prestigious award emphasises the Hamburg-based company's commitment to offering innovative and environmentally friendly solutions in the coffee and non-food sector. [PETAs Vegan Award 2025: All winners in the fashion category](#)

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About Tchibo

Tchibo stands for a unique business model. Tchibo operates around 900 shops, over 24,200 retail outlets and national online shops in eight countries. In addition to coffee and the single-serve systems Cafissimo and Qbo, Tchibo offers a weekly changing non-food range and services via its multi-channel distribution system. Founded in Hamburg in 1949, the family-owned company generated sales of 3.2 billion euros in 2023 with 10,708 employees worldwide. Tchibo is the roasted coffee market leader in Germany, Austria, the Czech Republic and Hungary and is one of the leading e-commerce companies in Europe. Tchibo has received several awards for its sustainable business policy.

About koorvi

koorvi offers a software solution that enables brands to take back, refurbish and resell their products - completely digitally and scalably. The platform includes a white-labelled take-back portal and a resale shop as well as a central dashboard for tracking all processes. This allows companies to tap into new sales potential, retain customers in the long term and keep control of the secondary market for their products.
Further information: <https://www.koorvi.com/>

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