

Starbucks 2016 Holiday Beverages Return

Starbucks Media Kit



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FOR IMMEDIATE RELEASE
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Starbucks 2016 Holiday Beverages Return

Starting today, November 1, 2016, customers can enjoy the first sip of the season as Starbucks holiday handcrafted beverages return to stores, including favorite Chestnut Praline Latte, Caramel Brulée Latte and Peppermint Mocha. They're the perfect beverages for a crisp winter morning or cozy afternoon.

Customers can also enjoy their favorite Starbucks holiday flavors at home this season with a variety of products available in grocery stores for a limited time.

New Starbucks Peppermint Mocha Coffee: Enjoy the delicious combination of mint and chocolate with Starbucks® Peppermint Mocha flavored ground coffee and Starbucks Peppermint Mocha Caffé Latte K-Cup® Packs.

Starbucks® Peppermint Mocha Iced Espresso Classics: Inspired by Starbucks® handcrafted holiday classic, it's the perfect blend of rich bold espresso, 2 percent milk and holiday flavors like chocolate and peppermint – all wrapped in a festive multi-serve package.

Starbucks® Holiday Blend: Combines flavorful and lively Latin American coffees with bold Indonesian coffees. The medium body and mild acidity make it the perfect coffee to pair with the cherished flavors of the season. Available as ground packaged coffee and K-Cup® Packs.

Starbucks VIA® Instant Latte Peppermint Mocha: The perfect blend of decadent cocoa and minty-crisp sweetness, Starbucks VIA® Instant Peppermint Mocha combines natural dairy and 100% arabica coffee for a rich, creamy flavor. Just add hot water and enjoy.

Starbucks Hot Cocoa K-Cup® Pods and Hot Cocoa Mixes: Perfect for those looking for a rich and cream treat.



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New to the Pantry Case

Cranberry Bliss® Bar: This bar is glazed with sweet cream cheese icing and tart, dried cranberries, then garnished with sweet drizzle with hints of orange zest.

Frosted Snowman Cookie: A buttery shortbread cookie topped with white chocolate icing to dress the snowman for the holiday season.

Gingerbread Loaf: Spice cake with candied ginger sugar and topped with a vanilla icing.

Peppermint Brownie Cake Pop: Rich, peppermint chocolate cake mixed with buttercream and crunchy candy cane pieces.

Snowman Cake Pop: Vanilla cake and icing, dipped in a white chocolate coating with a friendly snowman face.

Holiday Turkey and Stuffing Panini: A generous portion of sliced turkey breast is at the heart of this panini. It's topped with cranberry-herb stuffing, savory herbs and turkey gravy and served warm on toasty focaccia bread.

From the beginning, Starbucks set out to be a different kind of company. One that not only celebrated coffee and the rich tradition, but also brought a feeling of connection. Our mission is to inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time.

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Contact-Julie Correll
Starbucks PR/Newsroom

PRODUCT RELEASE
FOR IMMEDIATE RELEASE

Seattle, WA, Dec. 1/PRNewswire/-- Starbuck is bringing back its handcrafted holiday beverages. The holidays stir up thoughts of peppermint, warm roasted chestnuts and baked gingerbread.

- **Caramel Brulée Latte:** Espresso, steamed milk and rich caramel brulée sauce, topped with whipped cream and shimmery caramel brulée topping.
- **Chestnut Praline Latte:** Freshly brewed espresso and flavors of caramelized chestnuts, with freshly steamed milk, topped with whipped cream and spiced praline crumbs.
- **Eggnog Latte:** Espresso combined with rich steamed eggnog and milk and dusted with a sprinkle of ground nutmeg.
- **Gingerbread Latte:** The flavor of gingerbread combined with espresso and steamed milk. Finished with a topping of whipped cream and ground nutmeg.
- **Peppermint Mocha:** Espresso and steamed milk sweetened with flavors of chocolate and peppermint, all topped off with whipped cream and chocolate curls.
- **Skinny Peppermint Mocha:** A lighter version of Starbucks® Peppermint Mocha made with nonfat milk, sugar-free peppermint syrup and skinny mocha sauce. The Skinny Peppermint Mocha is 120 calories for a tall (12-ounce) beverage.

Starbucks holiday beverages are available in participating Starbucks® stores in the U.S. throughout the season while supplies last.

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Starbucks

Starbucks Company Information



To say Starbucks purchases and roasts high-quality whole bean coffees is very true. That's the essence of what we do – but it hardly tells the whole story.

Our Heritage





Every day, we go to work hoping to do two things: share great coffee with our friends and help make the world a little better. It was true when the first Starbucks opened in 1971, and it's just as true today.

Back then, the company was a single store in Seattle's historic Pike Place Market. From just a narrow storefront, Starbucks offered some of the world's finest fresh-roasted whole bean coffees. The name, inspired by *Moby Dick*, evoked the romance of the high seas and the seafaring tradition of the early coffee traders.

In 1981, Howard Schultz (Starbucks chairman and chief executive officer) had first walked into a Starbucks store. From his first cup of Sumatra, Howard was drawn into Starbucks and joined a year later.






Starbucks 2016 Holiday Fact Sheet – CPG Products in Grocery

	<p>NEW! Starbucks® Peppermint Mocha flavored ground coffee & Caffé Latte K-Cup® Packs</p> <p>Deliciously crafted for the season, rich chocolaty notes meet minty joy in this heartwarming treat. Together, our lightest roast and winter's celebrated flavors create a festive favorite with just the right amount of cocoa-peppermint sweetness.</p> <p>Availability & Pricing: Available in ground packaged coffee (SRP \$9.99 for 11oz bag) and K-Cup® Packs (SRP \$9.99 for 6ct., \$12.99 for 9 ct.) where you buy groceries.</p>
	<p>Starbucks® Holiday Blend</p> <p>A returning seasonal favorite is back for a limited time. Starbucks® Holiday Blend combines flavorful and lively Latin American coffees with bold Indonesian coffees. The medium body and mild acidity make it the perfect coffee to pair with the cherished flavors of the season.</p> <p>Availability & Pricing: Available in ground packaged coffee (SRP \$9.99 per 10 oz. package, \$13.99 per 18 oz. package) and K-Cup® Packs (SRP \$9.99 for 10 ct., \$12.99 for 16 ct.) where you buy groceries.</p>
	<p>Starbucks VIA® Instant Peppermint Mocha Latte</p> <p>The perfect blend of decadent cocoa and minty-crisp sweetness, Starbucks VIA® Instant Peppermint Mocha Latte combines natural dairy and 100% arabica coffee for a rich, creamy flavor. Just add hot water and enjoy.</p> <p>Availability & Pricing: Available where you buy groceries. (SRP \$6.99 for a 5 count pack)</p>
	<p>Starbucks® Peppermint Mocha Iced Espresso Classics</p> <p>Bring home the joy with Starbucks® Iced Espresso Classics Peppermint Mocha flavor. Inspired by Starbucks® handcrafted holiday classic, it's the perfect blend of rich bold espresso, 2% milk and natural holiday flavors like chocolate and peppermint – all wrapped in a festive package.</p> <p>Availability & Pricing: Available at grocery stores nationwide in the chilled section where you buy groceries. (SRP \$4.99 for 40 oz. mult-serve bottle)</p>



Starbucks 2016 Holiday Fact Sheet – CPG Products in Grocery

	<p>Starbucks® Hot Cocoa K-Cup® Pods Starbucks® Classic Hot Cocoa K-Cup® Pods are an indulgent favorite inspired by Starbucks® handcrafted hot chocolate. Created specifically for your Keurig® machine, Starbucks® Hot Cocoa delivers a rich and creamy way to treat yourself.</p> <p>Starbucks® Salted Caramel Hot Cocoa K-Cup® Pods offers a twist on the classic velvety cocoa. Perfectly complemented by a pinch of sea salt and a dash of natural caramel flavor, this offering is created specifically for your Keurig® machine, it's a sweet chocolate sensation with a savory flair.</p> <p>Availability & Pricing: Starbucks® Hot Cocoa K-Cup® Pods are available where you buy groceries (\$9.99 for a 10 ct. pack or \$12.99 for a 16 ct. pack).</p>
	<p>Starbucks® Double Chocolate Hot Cocoa Mix This rich and creamy indulgence features the same deep, dark chocolate notes that make our coffeehouse hot cocoa such a decadent treat</p> <p>Availability & Pricing: Available where you buy groceries and on StarbucksStore.com for \$6.99 for an 8 ct. pack.</p>
	<p>Starbucks® Salted Caramel Hot Cocoa Mix This velvety dark cocoa is perfectly complemented by a pinch of sea salt and a dash of natural caramel flavor.</p> <p>Availability & Pricing: Available where you buy groceries and on StarbucksStore.com for \$6.99 for an 8 ct. pack.</p>
	<p>Starbucks® Marshmallow Hot Cocoa Mix This decadent hot cocoa with fluffy miniature marshmallows is sure to add a little whimsy to your day.</p> <p>Availability & Pricing: Available where you buy groceries and on StarbucksStore.com for \$6.99 for an 8 ct. pack.</p>



Starbucks 2016 Holiday Fact Sheet – CPG Products in Grocery



Starbucks® Peppermint Hot Cocoa Mix

This velvety hot cocoa treat blends cocoa powder and a tingle of refreshing peppermint for a sweet and surprising twist.

Availability & Pricing: Available where you buy groceries and on StarbucksStore.com for \$6.99 for an 8 ct. pack.

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Starbucks

In 1983, Howard traveled to Italy and became captivated with Italian coffee bars and the romance of the coffee experience. He had a vision to bring the Italian coffeehouse tradition back to the United States. A place for conversation and a sense of community. A third place between work and home. He left Starbucks for a short period of time to start his own Il Giornale coffeehouses and returned in August 1987 to purchase Starbucks with the help of local investors.

From the beginning, Starbucks set out to be a different kind of company. One that not only celebrated coffee and the rich tradition, but that also brought a feeling of connection.

Our mission to inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time.

Expect More Than Coffee

We're not just passionate purveyors of coffee, but everything else that goes with a full and rewarding coffeehouse experience. We also offer a selection of premium teas, fine pastries and other delectable treats to please the taste buds. And the music you hear in store is chosen for its artistry and appeal.

It's not unusual to see people coming to Starbucks to chat, meet up or even work. We're a neighborhood gathering place, a part of the daily routine – and we couldn't be happier about it. Get to know us and you'll see: we are so much more than what we brew.

We make sure everything we do is through the lens of humanity – from our commitment to the highest quality coffee in the world, to the way we engage with our customers and communities to do business responsibly. The 2015 Global Responsibility Report marks the end of a chapter for Starbucks, and a new beginning. Starbucks announced a set of ambitious goals. They would improve ethical sourcing in coffee and throughout our supply chain, serve our communities and engage young people, and decrease the environmental footprint from our store operations. In 2015, 99% of our coffee met that criteria and we expanded our outreach to farmers around the world with seven new Farmer Support Centers in Latin America, Asia and Africa. We broke ground on our first global agronomy center to develop sustainable farming practices to share with farming communities around the world.



THE SCALE OF STARBUCKS

TAKING ITS NAME FROM A CHARACTER IN HERMAN MEVILLE'S CLASSIC, MOBY DICK, STARBUCKS HAS GROWN FROM ITS HUMBLE BEGINNINGS (A SINGLE LOCATION IN SEATTLE) TO BE THE WORLD'S LARGEST COFFEEHOUSE. WITH OVER 16,000 STORES WORLD-WIDE, SPANNING 50 COUNTRIES, STARBUCKS HAS ACHIEVED A WORLD PRESENCE RIVALLED ONLY BY AMERICA'S FAST FOOD CHAINS.

ORIGINALLY PURCHASED BY HOWARD SCHULTZ FOR \$3.8 MILLION, STARBUCKS BROUGHT IN **\$10.71 BILLION** IN THE FISCAL YEAR OF 2010.



STARBUCKS CURRENTLY OPERATES OVER **16,000 LOCATIONS**

ACROSS THE GLOBE, INCLUDING STORES IN AFRICA, THAILAND, HONG KONG, SAUDI ARABIA AND ELSEWHERE.



ONE THIRD OF STARBUCKS LOCATIONS ARE OUTSIDE OF THE U.S.A.



PRIOR TO THE REAL ESTATE CRASH, STARBUCKS WAS OPENING **6 NEW LOCATIONS EVERY DAY.** NOW THEY ONLY OPEN ABOUT **2 OR 3 A DAY.**



CURRENTLY EMPLOYING AROUND **137,000 WORKERS,** THE STARBUCKS WORKFORCE NOW EXCEEDS THE POPULATION OF **ORANGE, CALIFORNIA.**



IN 2011, STARBUCKS INTRODUCED A THIRD REVISION OF ITS FAMOUS LOGO, REMOVING ALL TEXT AND FOCUSING ON THE SIREN EMBLEM.

