



## Top 10 Ways to Sip & Save at Starbucks

Consumers value quality and want to maintain the rituals that make life worth living. Starbucks wants its customers to know that they can still enjoy their *Starbucks Experience* every day. Our baristas have identified their favorite ways to sip and save at Starbucks, and below, we share our top 10.

### **1. Don't believe the "\$4 coffee" myth:**

Approximately 50 percent of our beverages are priced under \$3.

### **4. Enjoy a refill for just 50 cents:**

Refills on brewed coffee are just 50 cents – any time throughout the day and on any size – during the same visit. Registered Starbucks Card holders get brewed refills on the house.

### **7. Order pairings for an affordable and satisfying breakfast or snack:**

Pairings, served all day long for \$3.95, provide a savings of as much as 90 cents.

### **2. B.Y.O.C. – Bring your own cup:**

Get 10 cents off your beverage when you bring your own reusable cup, mug or travel tumbler.

### **5. Brew yourself for savings and variety:**

Pick up a bag of Starbucks® whole bean coffee to brew at home for about 30 cents a cup.

### **8. Get rewarded for customization:**

Register any Starbucks Card for additional benefits and rewards including complimentary beverage customization, like free syrups or soy. Select the new Mini Starbucks Card for added convenience.

### **3. Play barista and reinvent your latte:**

Instead of a Caffè Latte, order a brewed coffee with steamed milk – also known as a Caffè Misto – which provides an average savings of 85 cents.

### **6. Enjoy a coffee press for two – brewed especially for you:**

At approximately \$3, a coffee press yields four 8-oz. cups and costs less than two Grande (16 fl. oz.) drip coffees. Any coffee that we sell can be served through a coffee press – just let us know what you would like to try.

### **9. Make great coffee, in an instant:**

If you're on the go, Starbucks VIA™ Ready Brew is an instant and delicious option for about \$1 a cup.

### **10. Recognize all of the value of your visit to Starbucks:**

Starbucks has always been that third place between home and work – a comfortable gathering spot where you can relax with your friends, read the paper, enjoy the friendly welcome of a smiling barista, revel in the smell of fresh-ground beans, and take comfort in the Starbucks Promise: if your beverage isn't right, we'll make it again– for free.

#### **For More Information**

If you have questions or need more information, you may visit [www.starbucks.com](http://www.starbucks.com). For media, please contact us at (206) 318-7100 or [press@starbucks.com](mailto:press@starbucks.com).

© 2009 Starbucks Coffee Company. All rights reserved.