



Starbucks Coffee Company
FACT SHEET: Starbucks VIA® Ready Brew + NEW Starbucks VIA® Pumpkin Spice Latte & Peppermint Mocha

June 2014

NEVER BE WITHOUT GREAT COFFEE®

There's never been an instant like this. With the great aroma, body and flavor customers have come to expect from Starbucks for more than 40 years, **Starbucks VIA® Ready Brew** offers delicious Starbucks-quality coffee instantly. Made with 100 percent *arabica* beans, Starbucks VIA® Ready Brew offers a full-bodied, flavorful cup of black and iced coffee as well as lattes, including the NEW Starbucks VIA® Pumpkin Spice Latte and Peppermint Mocha.

HOW TO BREW

No matter where you are, you're only a few simple steps away from instant satisfaction – just tear open a packet, pour into your mug, add hot water, stir and enjoy!



NEW: STARBUCKS VIA® PUMPKIN SPICE LATTE

Since its launch in 2003, Pumpkin Spice Latte has become Starbucks most successful and popular seasonal beverage. Starbucks baristas have handcrafted more than 200 million Pumpkin Spice Lattes over the past 10 years for our customers, and now, with **NEW Starbucks VIA® Pumpkin Spice Latte**, customers can make this seasonal favorite at home or on-the-go by just adding hot water! Starbucks VIA® Pumpkin Spice Latte will be available in Starbucks® locations in the U.S. and Canada and on StarbucksStore.com starting Sept. 2, 2014 (\$6.95 US and \$7.95 CAN for a 4-ct pack) with nationwide grocery availability by the end of August (\$7.99 for 5-ct pack).

NEW: STARBUCKS VIA® PEPPERMINT MOCHA

Inspired by a seasonal favorite and one of Starbucks most popular holiday beverages, the new Starbucks VIA® Peppermint Mocha is the perfect union of Starbucks® coffee, cocoa with a touch of peppermint flavor, and natural dairy. Starbucks VIA® Peppermint Mocha will be available in Starbucks® locations in the U.S. and Canada and on StarbucksStore.com starting Nov. 11, 2014 (\$6.95 US and \$7.95 CAN for a 4-ct pack) with nationwide grocery availability by the end of October 2014 (\$7.99 for 5-ct pack).

STARBUCKS VIA® LATTE

Starbucks VIA® Lattes deliver the high-quality taste Starbucks is known for, all in a convenient single-cup stick:

- **Starbucks VIA® Caffè Mocha:** Inspired by the irresistible flavors of the handcrafted version, Starbucks VIA® Caffè Mocha is the perfect union of cocoa, Starbucks® coffee and natural dairy.
- **Starbucks VIA® Vanilla Latte:** The much-loved Starbucks Vanilla Latte inspired the creation of this everyday companion, featuring rich Starbucks® coffee, natural dairy and vanilla flavor.



For More Information

To learn more visit <http://www.starbucks.com/coffee/via>. If you have questions or need more information, contact us at (206) 318-7100 or press@starbucks.com, or visit <http://news.starbucks.com>.



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STARBUCKS VIA® READY BREW

At last there's an instant coffee you can enjoy at home that's as good as freshly brewed Starbucks® coffee. Made with the finest *arabica* beans, there's something for everyone, whether it's the mellow, soft taste of Starbucks VIA® Veranda Blend™, the smooth and balanced taste of Starbucks VIA® Colombia, or the bold and robust pop of Starbucks VIA® Italian Roast.

STARBUCKS VIA® ICED COFFEE

When the weather warms up, all it takes is a few seconds to tear open a packet and brew up 16 fl. oz. of Starbucks VIA® Iced Coffee. Lightly sweetened with cane sugar and specially designed for mixing with cold water, this coffee just needs ice to hit the spot.



STARBUCKS VIA® CARAMEL FLAVORED ICED COFFEE

We use 100% natural roasted arabica beans to create a blend of instant and microground coffee specially designed for cold water. Then we add a touch of buttery, velvety caramel flavor with pure cane sugar for perfect sweetness. Instantly refreshing, this coffee comes in convenient, single-serve portion packs you can use anytime, anywhere.



STARBUCKS VIA REFRESHERS™ INSTANT BEVERAGES

Available in Very Berry Hibiscus, Cool Lime, Strawberry Lemonade and Valencia Orange, Starbucks VIA Refreshers™ Instant Beverages are revitalizing refreshment to water. Light tasting, juicy and thirst-quenching, Starbucks VIA Refreshers™ Instant Beverages are perfect for an afternoon pick-me-up, with a natural boost of energy from Green Coffee Extract.



HOLIDAY FAVORITES

Customers can also enjoy the delicious convenience of their favorite holiday coffees from Starbucks with Starbucks VIA® Christmas Blend, available in Starbucks® stores starting Nov. 11, 2014, and the new Starbucks VIA® Holiday Blend, available exclusively where you buy groceries starting October 2014.

STARBUCKS VIA® READY BREW AVAILABILITY

Starbucks VIA® Ready Brew is available at starbucksstore.com, where you buy groceries and in participating Starbucks® stores in the U.S. and Canada. Select products from the Starbucks VIA® portfolio are also sold in 26 countries, including Australia, the Bahamas, Canada, Chile, China, Czech Republic, Hong Kong, Hungary, India, Indonesia, Japan, Malaysia, Mexico, New Zealand, Philippines, Poland, Puerto Rico, Russia, Singapore, South Korea, Taiwan, Thailand, Turkey, UK, U.S. and Vietnam.

For More Information

To learn more visit <http://www.starbucks.com/coffee/via>. If you have questions or need more information, contact us at (206) 318-7100 or press@starbucks.com, or visit <http://news.starbucks.com>.



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STARBUCKS VIA® READY BREW PORTFOLIO

STARBUCKS VIA® READY BREW OFFERINGS	U.S. STARBUCKS® STORES SRP	U.S. GROCERY SRP
Veranda Blend™ (Blonde Roast)	\$9.95 (12-8 fl. oz. servings)	\$7.99 (8-8 fl. oz. servings)
Colombia (Medium Roast)	\$9.95 (12-8 fl. oz. servings)	\$7.99 (8-8 fl. oz. servings)
House Blend (Medium Roast)	--	\$7.99 (8-8 fl. oz. servings)
Iced Coffee Blend (Medium Roast)	\$5.95 (5-16 fl. oz. servings)	\$7.99 (6-16 fl. oz. servings)
Pike Place® Roast** (Medium Roast) U.S. grocery availability in July 2014	\$9.95 (12-8 fl. oz. servings)	\$7.99 (8-8 fl. oz. servings)
Italian Roast (Dark Roast)	\$9.95 (12-8 fl. oz. servings)	\$7.99 (8-8 fl. oz. servings)
Decaffeinated Italian Roast (Dark Roast)	\$10.95 (12-8 fl. oz. servings)	\$7.99 (7-8 fl. oz. servings)
French Roast (Dark Roast)	--	\$7.99 (8-8 fl. oz. servings)
Iced Coffee	\$5.95 (5-16 fl. oz. servings)	\$7.99 (6-16 fl. oz. servings)
Caramel Flavored Iced Coffee	\$5.95 (5-16 fl. oz. servings)	\$7.99 (6-16 fl. oz. servings)

STARBUCKS VIA REFRESHERS™ INSTANT BEVERAGES	U.S. STARBUCKS® STORES SRP	U.S. GROCERY SRP
Cool Lime (grocery & Starbucks® stores) Very Berry Hibiscus (grocery & Starbucks® stores) Valencia Orange (grocery only) Strawberry Lemonade (grocery year-round & Starbucks® stores only in the summer)	\$5.95 (5-16 fl. oz. servings)	\$7.99 (6-16 fl. oz. servings)

STARBUCKS VIA® LATTE OFFERINGS	U.S. STARBUCKS® STORES SRP	U.S. GROCERY SRP
Caffè Mocha Vanilla Latte Pumpkin Spice Latte* Peppermint Mocha*	\$6.95 (4-8 fl. oz. servings)	\$7.99 (5-8 fl. oz. servings)

STARBUCKS VIA® SEASONAL FAVORITES	U.S. STARBUCKS® STORES	U.S. GROCERY
Christmas Blend*	\$11.95 (12-8 fl. oz. servings)	--
Holiday Blend*	--	\$7.99 (7-8 fl. oz. servings)

(*) Limited-time offering

(**) Pike Place is a registered trademark of The Pike Place Market PDA, used under license.

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