



# Starbucks Coffee Company

February 2015

FACT SHEET: NEW Starbucks® Sweetened Iced Coffee & Tazo® Sweetened Iced Tea K-Cup® Packs

NEW Starbucks® Sweetened Iced Coffee K-Cup® Packs and Tazo® Sweetened Iced Tea K-Cup® Packs are specifically crafted to brew over ice, ensuring the rich, bold iced coffee and refreshing iced tea flavors reminiscent of the iced beverages available in Starbucks® stores, are available to enjoy at home.

**NEW Starbucks® Sweetened Iced Coffee K-Cup® Packs** are available in Sweetened and Vanilla Sweetened, offering full flavor iced coffee options reminiscent of Starbucks® iced drinks in stores. Specifically crafted to brew over ice, customers can now enjoy a bold Starbucks® iced coffee taste at home.

**NEW Tazo® Sweetened Iced Tea K-Cup® Packs** provide artful blends of tea, spices and botanicals in two refreshing flavors – Sweetened Iced Passion® and Sweetened Iced Blushberry Black®.

Tazo® Sweetened Iced Tea K-Cup® Packs provide delightfully unexpected beverages crafted specially to brew over ice at the push of a button.



To enjoy Starbucks® Sweetened Iced Coffee K-Cup® Packs and Tazo® Sweetened Iced Tea K-Cup® Packs, fill a 16 fl. oz. non-glass cup to the top with ice and place under the brewing spout. Insert the K-Cup® Pack into a Keurig® Brewing System, press the 6 oz. or 8 oz. brew button, stir and enjoy.

## Availability and Pricing

Look for the Starbucks® Sweetened Iced Coffee K-Cup® Packs and Tazo® Sweetened Iced Tea K-Cup® Packs nationally where you buy groceries in the U.S. starting in March 2015.

Suggested retail pricing where groceries are sold, will vary by market:

- Starbucks® Sweetened Iced Coffee K-Cup® Packs (10 ct.) (\$10.99) and (16 ct.) (\$14.99)
- Tazo® Sweetened Iced Tea K-Cup® Packs (10 ct.) (\$8.99) and (16 ct.) (\$12.99)

Starbucks® Sweetened Iced Coffee K-Cup® Packs will also be available in participating Starbucks® stores starting April 28, 2015 for the suggested retail price of \$12.95 (12 ct.).

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**For More Information:** please visit [news.starbucks.com](http://news.starbucks.com). News media please contact us at (206) 318-7100 or [press@starbucks.com](mailto:press@starbucks.com).

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