



# Starbucks Coffee Company

## Fact Sheet: Holiday 2014 – What’s New

Holiday 2014

Starting **November 12**, customers will walk into Starbucks® stores nationwide to see them beautifully transformed for the holidays. This year, Starbucks is shining a light on everything that is unique about our customers, with a **new gift selection so personal and affordable** that there’s something for everyone. Starbucks handcrafted holiday beverages return in their iconic Red Cups with a delicious brand-new addition – the **Chestnut Praline Latte**. And we celebrate the **30<sup>th</sup> anniversary** of a beloved favorite, Starbucks® Christmas Blend. Here is a look at what’s new.

Let There  
be Bright

### NEW! Starbucks® Dot Collection 2014

A selection from Starbucks® Dot Collection 2014 will be available in company-operated and licensed Starbucks® stores in the U.S. and Canada beginning Nov. 12. The full collection can be found at [starbucks.com/shop](http://starbucks.com/shop), while supplies last.



This year, the search for the perfect gift is over. Starbucks® Dot Collection 2014 offers drinkware in **100 different designs**, each with a unique and artistic take on the iconic Starbucks green “dot” logo. The collection was dreamed up by Starbucks own design team, who let their imaginations go wild with bold color, expressive patterns, and tons of personality. Each mug is individually packaged in a festive red box – **no gift wrap required!** With this many fun choices, there is quite literally something for everyone.

**MSRP:** All items in Starbucks® Dot Collection are under \$20.00 USD

### NEW! Starbucks Card Collection

A selection from the Starbucks Card Collection will be available in company-operated and licensed Starbucks® stores in the U.S. and Canada beginning Nov. 12, while supplies last.



The gift card just got personal. The new Starbucks Card Collection offers more than **100 different gift cards**, from classic holiday themes and monograms to whimsical creations from the Starbucks design team. Customers can mix and match for coworkers, teachers, as stocking stuffers, and for any other Starbucks lover in their life.

**MSRP:** Beginning at \$5.00 USD



The **Limited Edition Sterling Silver Starbucks Card** is a beautifully-crafted, fully-functional gift card for the ultimate Starbucks enthusiast. The card, **made with premium 925 Sterling Silver** and engraved with the Starbucks logo, **comes preloaded with \$50.00 USD**, and is available in a limited quantity at select Starbucks® stores in the U.S. and Canada and at [starbucks.com/shop](http://starbucks.com/shop) while supplies last.

**MSRP:** \$200.00 USD



# Starbucks Coffee Company

## Fact Sheet: Holiday 2014 – What’s New

Holiday 2014

### NEW! Chestnut Praline Latte

Available in all company-operated and licensed Starbucks® stores in the U.S. and Canada beginning Nov. 12 for a limited time.



The Chestnut Praline Latte is Starbucks first new holiday handcrafted beverage in five years. Inspired by the time-honored holiday tradition of warm roasted chestnuts, this cozy beverage features Starbucks signature espresso combined with freshly steamed milk and flavors of caramelized chestnuts and spices. The drink is then finished with whipped cream and spiced praline crumbs for crunch.

**MSRP for a Tall (12 fl oz):** \$3.75 - \$3.95 USD and \$3.95 - \$4.25 Canada

### NEW! Celebrating 30 Years of Starbucks® Christmas Blend

Available in whole bean packaged coffee, K-Cup® Packs, Starbucks VIA® Ready Brew, and Verismo™ System Pods in company-operated and licensed Starbucks® stores in the U.S. and Canada beginning Nov. 12, while supplies last.



Starbucks® Christmas Blend, a customer favorite that for decades has signaled the holiday season, turns 30 this year. Crafting Christmas Blend each season is a long-cherished tradition at Starbucks, combining bright Latin American coffees with rare aged beans from Sumatra, for those signature sweet spice notes.

**MSRP:**

- Starbucks® Christmas Blend 1/2 lb. \$7.95 U.S.
- Starbucks® Decaf Christmas Blend 1/2 lb. \$7.95 U.S.
- Starbucks® Christmas Blend Espresso Roast 1/2 lb. \$7.95 U.S.
- Starbucks® Christmas Blend K-Cup® Portion Pack (12-count pack) \$12.95 U.S. and Canada
- Starbucks VIA® Christmas Blend \$11.95 U.S. and \$12.95 Canada
- Verismo® Christmas Blend Brewed Coffee Pods (12-count pack) \$12.95 U.S. and Canada



###