



Starbucks Coffee Company

February 2015

FACT SHEET: Starbucks VIA® Instant + NEW Starbucks VIA® Instant Caramel Latte

NOT YOUR AVERAGE INSTANT The only instant coffee with the signature taste of Starbucks, now with new packaging. With the great aroma, body and flavor customers have come to expect from Starbucks for more than 40 years, **Starbucks VIA® Instant** Coffees offer the signature taste of Starbucks, instantly. Made with 100 percent *arabica* beans, Starbucks VIA® Instant delivers a rich, delicious cup of black coffee, seasonal favorites and Starbucks VIA® Instant Lattes including **NEW Starbucks VIA® Instant Caramel Latte**.

HOW TO PREPARE
Just tear open a packet, add water, stir and enjoy!



NEW STARBUCKS VIA® INSTANT CARAMEL LATTE

Enjoy the only instant latte that's creamy, delicious and crafted with care by Starbucks. New this year, Starbucks VIA® Instant Caramel Latte is the perfect union of rich caramel flavor, Starbucks® coffee and natural dairy. Other Starbucks VIA® Instant Lattes include Vanilla Latte and Caffè Mocha.

STARBUCKS VIA® INSTANT COFFEE

Rich, delicious Starbucks® coffee in an instant. Starbucks VIA® Instant coffees are made with 100 percent *arabica* beans; the result is instant coffee with rich Starbucks flavor, in a variety of roasts. 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® Fairtrade Italian Roast.

STARBUCKS VIA® INSTANT ICED COFFEE & CARAMEL ICED COFFEE

For a Starbucks® iced coffee at home, tear open a packet, add water and stir up 16 fl. oz. of Starbucks VIA® Instant Iced Coffee in seconds. Sweetened with cane sugar and specially designed for mixing with cold water, this coffee just needs ice to hit the spot. Starbucks VIA® Instant Caramel Iced Coffee combines a touch of buttery, velvety caramel flavor with pure cane sugar for perfect sweetness.

SEASONAL FAVORITES

In addition to the core Starbucks VIA® Instant portfolio, customers can enjoy the delicious seasonal favorites in the fall and winter at home including: Starbucks VIA® Instant Christmas Blend, Peppermint Mocha and Pumpkin Spice Latte.

STARBUCKS VIA INSTANT REFRESHERS™ BEVERAGES

Available in Very Berry Hibiscus, Cool Lime, Strawberry Lemonade and Valencia Orange, Starbucks VIA Instant Refreshers™ beverages are light and fruity, providing a boost of natural energy from Green Coffee Extract for instant enjoyment at home.



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AVAILABILITY Starbucks VIA® Instant 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 sold in a total of 27 countries, including the U.S., Canada, the UK, Japan, Turkey, Poland, Russia, Hungary, Czech, China, Taiwan, South Korea, Thailand, Singapore, Indonesia, Hong Kong, Australia, New Zealand, Vietnam, Malaysia, Philippines, India, Chile, Mexico, Puerto Rico, Bahamas and Colombia.

Starbucks VIA® Instant Latte Offerings	U.S. Starbucks® Stores SRP	U.S. Grocery SRP
Caramel Latte Caffè Mocha Vanilla Latte	--	\$6.99 (5-8 fl. oz. servings)

Starbucks VIA® Instant Offerings	U.S. Starbucks® Stores SRP	U.S. Grocery SRP
Veranda Blend® (Starbucks® Blonde Roast)	\$9.95 (12-8 fl. oz. servings)	\$6.99 (8-8 fl. oz. servings)
Colombia (Medium Roast)	\$9.95 (12-8 fl. oz. servings)	\$6.99 (8-8 fl. oz. servings)
House Blend (Medium Roast)	--	\$6.99 (8-8 fl. oz. servings)
Pike Place® Roast** (Medium Roast)	\$9.95 (12-8 fl. oz. servings)	\$6.99 (8-8 fl. oz. servings)
Fairtrade Italian Roast (Dark Roast)	\$9.95 (12-8 fl. oz. servings)	\$6.99 (8-8 fl. oz. servings)
Decaffeinated Fairtrade Italian Roast (Dark Roast)	\$10.95 (12-8 fl. oz. servings)	\$6.99 (7-8 fl. oz. servings)
French Roast (Dark Roast)	--	\$6.99 (8-8 fl. oz. servings)
Sweetened Iced Coffee	\$5.95 (5-16 fl. oz. servings)	\$6.99 (6-16 fl. oz. servings)
Caramel Iced Coffee	\$5.95 (5-16 fl. oz. servings)	\$6.99 (6-16 fl. oz. servings)

Starbucks VIA® Instant Seasonal Favorites	U.S. Starbucks® Stores SRP	U.S. Grocery SRP
Christmas Blend*	\$11.95 (12-8 fl. oz. servings)	--
Pumpkin Spice Latte* Peppermint Mocha Latte*	\$6.95 (4-8 fl. oz. servings)	\$6.99 (5-8 fl. oz. servings)

Starbucks VIA Instant Refreshers™ Beverages	U.S. Starbucks® Stores SRP	U.S. Grocery SRP
Cool Lime (grocery, online & Starbucks® stores) Very Berry Hibiscus (grocery, online & Starbucks® stores) Valencia Orange (grocery & online only) Strawberry Lemonade (grocery & online year-round & Starbucks® stores only in the summer)	\$5.95 (5-16 fl. oz. servings)	\$6.99 (6-16 fl. oz. servings)

(*) Limited-time offering

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