



Starbucks Coffee Company

FACT SHEET: Teavana® Oprah Chai Tea Retail Offerings

TEAVANA® OPRAH CHAI TEA

In the spring of 2014, Starbucks unveiled a first-of-its-kind collaboration with Oprah Winfrey, celebrating a shared love of tea. Oprah worked with Teavana’s leading teaologists to personally develop a distinctive blend – **Teavana® Oprah Chai Tea** – featuring a bold infusion of cinnamon, ginger, cardamom and cloves, blended with loose-leaf black tea and rooibos. Available at participating Starbucks® and Teavana® stores in the U.S. and Canada, customers can enjoy Teavana® Oprah Chai Tea as a handcrafted latte or as loose leaf tea to brew at home, in addition to a number of gift sets that celebrate the ritual and comfort of a great cup of tea.



STEEP YOUR SOUL

In honor of a mutual commitment with Oprah to giving back, **Starbucks makes a donation for each Teavana® Oprah Chai Tea product sold to benefit educational opportunities for youth** through the Oprah Winfrey Leadership Academy Foundation. Since the launch of Teavana® Oprah Chai, **Starbucks has donated nearly two million dollars from Teavana® Oprah Chai Tea sales to the Oprah Winfrey Leadership Academy Foundation.** Visit www.SteepYourSoul.com to learn more about Teavana® Oprah Chai Tea and the organizations that are being supported through the collaboration.



TEAVANA® OPRAH CHAI LATTE

Try a handcrafted Iced or Hot Oprah Chai Latte available at participating Starbucks® stores in the U.S. and Canada and at Teavana® Tea Bars nationwide. **Suggested Retail Price: \$3.45-\$4.65 | twenty-five cent (U.S.) donation from every beverage sold**



TEAVANA® OPRAH CHAI BREWED TEA

Enjoy a cup of brewed Teavana® Oprah Chai Tea in participating Teavana® stores and Teavana® Tea Bars nationwide. **Suggested Retail Price: \$4.99 | twenty-five cent (U.S.) donation from every beverage sold**



TEAVANA® OPRAH CHAI PRE-PACKAGED LOOSE LEAF TIN

Available pre-packaged in a 2 oz. reusable storage tin in participating Starbucks® stores in the U.S. and Canada. **Suggested Retail Price: \$14.95 | \$1 (U.S.) donation for each 2 oz. loose leaf tea and \$1 (U.S.) for each tea tin sold**

TEAVANA® OPRAH CHAI SCOOPED LOOSE LEAF TEA

Scoop 2 oz. or more of loose leaf tea to take with you and enjoy later at participating Teavana® stores and Teavana® Tea Bars nationwide. Reusable 8 oz. and 16 oz. storage tea tins sold separately. **Suggested Retail Price: \$14.98 (per 2 oz.) | \$1 (U.S.) donation for each 2 oz. loose leaf tea and \$1 (U.S.) for each tea tin sold**



TEAVANA® OPRAH CHAI TEA INFUSE INSPIRATION SET (SMALL)

This beautifully packaged gift box is available at participating Starbucks® stores in the U.S. and Canada. With everything you need to steep the perfect cup of tea, the box features 2 oz. of loose leaf tea plus a double-walled glass and stainless steel infuser. **Suggested Retail Price: \$39.95 | \$1 (U.S.) donation for each set**

For More Information

To learn more about Teavana® Oprah Chai Tea, please visit www.Teavana.com or www.SteepYourSoul.com. 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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October 2014

TEAVANA® OPRAH CHAI TEA PORTFOLIO

Tea has been a part of Starbucks heritage since 1971 when the company was founded as Starbucks Coffee, Tea and Spices. Today, participating Starbucks® and Teavana® stores in the U.S. and Canada offer Teavana® Oprah Chai Tea to provide another way for customers to enjoy the ritual and comfort of a great cup of tea.

Teavana® Oprah Chai Tea Offering	Starbucks® Stores	Teavana® Stores	Teavana® Tea Bars
Teavana® Oprah Chai Latte	•		•
Teavana® Oprah Chai Brewed Tea		•	•
Teavana® Oprah Chai Pre-Packaged Loose Leaf Tin (2 oz.)	•		
Teavana® Oprah Chai Scooped Loose Leaf Tea		•	•
Teavana® Oprah Chai Reusable Tea Tin (8 oz.)		•	•
Teavana® Oprah Chai Reusable Tea Tin (16 oz.)		•	•
Teavana® Oprah Chai Tea Infuse Inspiration Set (Small)	•		
Teavana® Oprah Chai Tea Infuse Inspiration Set (Large)		•	•
NEW! Teavana® Oprah Chai Tea: Tea Ritual Set		•	•

Available at participating stores while supplies last.

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For More Information

To learn more about Teavana® Oprah Chai Tea, please visit www.Teavana.com or www.SteepYourSoul.com. If you have questions or need more information, contact us at (206) 318-7100 or press@starbucks.com, or visit <http://news.starbucks.com>.