



Starbucks Coffee Company

Fact Sheet: Starbucks® Flat White

Beginning January 6, Starbucks will introduce a new handcrafted espresso beverage – the Flat White – as a core menu offering in participating Starbucks® stores in the US and Canada. Starbucks customers in other markets have enjoyed this Australian-born espresso classic for years, and we’re thrilled to bring this coffee-lovers favorite to our customers in the U.S and Canada. The Flat White brings the quality and craft of Starbucks® espresso to the forefront, perfectly suited for the growing sophistication of today’s coffee drinkers who value the artistry and craft that goes into a perfect cup.

NEW! FLAT WHITE



The Starbucks® Flat White is an espresso beverage made with two ristretto shots, combined with a thin layer of velvety steamed whole milk and finished with a latte art dot. A ristretto shot delivers a sweeter, more intense coffee flavor. Starbucks baristas perfectly steam milk into creamy micro-foam and carefully free pour to allow the espresso to rise to the top of the beverage for a bold coffee flavor with a sweeter finish. Patterns or “latte art” can be made in the top of the cup with the contrasting colors of the coffee and milk. The Flat White joins the core espresso line-up of beverages like the Doppio Espresso, Espresso Macchiato, Caffé Americano, Caffé Latte and Cappuccino.

DID YOU KNOW?

A ristretto is a smaller, more concentrated serving of espresso. Rich in sweetness and flavor, a ristretto shot has more body than a regular shot of espresso. In practice, baristas pull only the first portion of a full length espresso extraction, which is why the ristretto is commonly referred to as a “short shot.”

THE PERFECT ESPRESSO SHOT

Espresso is the key to making Starbucks® signature handcrafted beverages truly stand apart. Our baristas carefully craft each shot of espresso using freshly ground Starbucks® Espresso Roast that features a rich flavor, lingering aroma and caramelly sweetness that is the perfect foundation for our espresso-based beverages.



HANDCRAFTED ESPRESSO CLASSICS

The Flat White joins the following selection of handcrafted espresso classics:



Doppio Espresso



Caffé Americano



Espresso Macchiato



Cappuccino



Caffé Latte

For More Information

If you have questions or need more information, you may contact us at (206) 318-7100 or press@starbucks.com.

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