



Starbucks Coffee Company

Fact Sheet: Starbucks® Pumpkin Spice Offerings

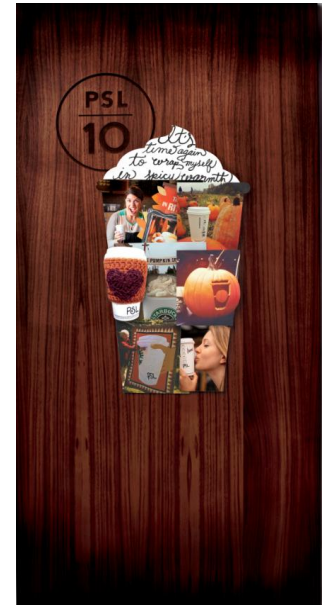
September 2013

Celebrating 10 Years of Starbucks® Pumpkin Spice Latte

For a decade Starbucks customers and Pumpkin Spice Latte fans anticipate the return of this beloved beverage each fall, which has become an autumn tradition and daily ritual for many. Whether it's a beverage countdown, video tribute or constant requests on social media to have our pumpkin sauce be sold year-round – Starbucks® Pumpkin Spice Latte excitement is in the air all year long – but available in our stores only once a year to celebrate fall.

A perfect mix of espresso, steamed milk, rich and creamy pumpkin flavored sauce and fall spices, Pumpkin Spice Latte and Starbucks VIA® Pumpkin Spice Flavored Coffee stir up warm feelings of your favorite pumpkin pie, the start of football season, and a crisp autumn day.

Starbucks® Pumpkin Spice Latte and Starbucks VIA® Pumpkin Spice Flavored Coffee will be available for purchase at participating Starbucks stores in the U.S. and Canada starting on September 3, 2013.



Starbucks® Pumpkin Spice Latte

Fall is in the air and it's time to welcome back Starbucks most popular seasonal beverage, the Starbucks® Pumpkin Spice Latte. This signature espresso beverage features freshly steamed milk, rich and creamy pumpkin flavored sauce, and warm seasonal spices such as cinnamon, ginger, nutmeg and clove, then finished with a dollop of whipped cream and our pumpkin spice topping. The beverage is customizable to meet customers' unique taste preferences.



Starbucks VIA® Pumpkin Spice Flavored Coffee

Specially designed to be made with hot milk and inspired by Starbucks® Pumpkin Spice Latte, Starbucks VIA® Pumpkin Spice Flavored Coffee is made from real Starbucks® coffee, natural pumpkin and spice flavors, and cane sugar. Enjoy a rich and creamy, sweet and spicy Pumpkin Spice Latte one cup at a time at home or on the go. Back for its second year, this limited-time seasonal offering returns on September 3.

Starbucks VIA® Pumpkin Spice Flavored Coffee will be available in a 5-pack for \$7.95 USD in participating Starbucks retail stores and 6-pack for \$7.99 USD at Starbucksstore.com and where you buy groceries.

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For More Information

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

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