






Starbucks 2018 Pumpkin Spice Fact Sheet – CPG Products in Grocery

The original Starbucks Pumpkin Spice Latte (PSL) is a fan-favorite handcrafted beverage that first launched in Starbucks stores 15 years ago and has since become Starbucks most popular seasonal beverage of all time. This year, two new products are available exclusively in grocery – Starbucks® Pumpkin Spice Cookie Straws and Starbucks® Pumpkin Spice Flavored Ground Coffee K-Cup® Pods

Consumers now have eight ways to enjoy the flavors of Starbucks PSL where groceries are sold as the new offerings join returning favorites: Ready-to-Drink Starbucks® Pumpkin Spice Latte, Starbucks® Pumpkin Spice Flavored Ground Coffee, Starbucks® Pumpkin Spice Caffe Latte K-Cup® Pods, Starbucks® Iced Espresso Classics Pumpkin Spice Latte, Starbucks® VIA Instant Pumpkin Spice Latte and Starbucks® Pumpkin Spice Frappuccino® Chilled Coffee Drink.

	<p><i>NEW! Starbucks® Pumpkin Spice Cookie Straws</i> Waiting inside each toasted, white chocolatey rolled wafer cookie is a luscious layer of rich, white chocolate and pumpkin spices.</p> <p><i>Availability & Pricing:</i> The suggested retail price is \$6.99 for a container of 20 cookie straws, available at select retailers.</p>
	<p><i>NEW! Starbucks® Pumpkin Spice Flavored Ground Coffee K-Cup® Pods</i> This cozy fall coffee is radiant with notes of pumpkin, cinnamon, and nutmeg that come to life in our lightest roast.</p> <p><i>Availability & Pricing:</i> The suggested retail prices is \$9.99 for 10-count, \$11.99 for 16-count, where you buy groceries.</p>
	<p><i>Ready-to-Drink Starbucks® Pumpkin Spice Latte</i> Embrace the cozy delights of a Starbucks fall favorite on the go. Enticing notes of cinnamon, nutmeg and clove spices meet bold espresso and creamy milk in a delicious expression of the season.</p> <p><i>Availability & Pricing:</i> The suggested retail price is \$2.79 for a 14-oz. bottle where you buy groceries.</p>
	<p><i>Starbucks® Pumpkin Spice Flavored Ground Coffee</i> This new fall coffee is radiant with notes of pumpkin, cinnamon and nutmeg that come to life in our lightest roast coffee. Add a splash of cream and a bit of sugar to best evoke the familiar flavors inspired by our Pumpkin Spice Latte.</p> <p><i>Availability & Pricing:</i> The suggested retail price is \$9.99 for 11-oz. bag where you buy groceries.</p>



Starbucks® Pumpkin Spice Caffe Latte K-Cup® Pods

Inspired by our beloved handcrafted beverage, cinnamon and nutmeg flavors swirl with real dairy and pumpkin, in the convenience of a K-Cup pod.

Availability & Pricing: The suggested retail price is \$9.99 for 6-count, \$12.99 for 9-count, where you buy groceries.



Starbucks® Iced Espresso Classics Pumpkin Spice Latte

Embrace the cozy delights of a Starbucks fall favorite right at home. With enticing hints of cinnamon, nutmeg and clove spices, combined with bold espresso and creamy milk, this delicious expression of the season is one you must taste to believe.

Availability & Pricing: The suggested retail price is \$4.99 for 40-oz. multi-serve bottle where you buy groceries. Look for it in the chilled section of the grocery store.



Starbucks® VIA Instant Pumpkin Spice Latte

The flavors of pumpkin, cinnamon, nutmeg, and cloves, along with natural dairy and Starbucks® 100% arabica coffee. Just add hot water to enjoy this sensational seasonal favorite.

Availability & Pricing: The suggested retail price is \$5.49 for 5-count where you buy groceries.