



Starbucks Coffee Company

February 2014

FACT SHEET: NEW Starbucks® Bright Sky Blend and Aria Blend™ in Grocery

Years of focus and expertise have led to the Starbucks Roast Spectrum, which sorts Starbucks® coffees by three roast profiles – Starbucks® Blonde Roast, Medium Roast and Dark Roast – so customers can easily find the flavor and intensity that's perfect for them.

Starbucks® Blonde Roast was developed in response to customer demand for a milder coffee option, and features subtle and approachable flavors. Below please find two new Starbucks® Blonde Roast blends.

NEW Starbucks® Bright Sky Blend

As mild and welcoming as a gentle sunrise, this blend's inviting character is a pleasure to wake up to. The Latin American beans were roasted just enough to reveal their nutty flavor and touch of acidity, culminating in a crisp and pleasant finish.



NEW Starbucks® Aria Blend™*

Bright and complex, this blend from Latin America and East Africa is gently roasted to create a full flavor that's surprisingly layered. The lighter roast reveals the juicy lemony notes indicative of African coffee, followed by a crisp finish courtesy of the Latin American beans. Also available in decaf.

**Formally known as Starbucks Willow Blend®*



Availability and Pricing

Starbucks® Bright Sky Blend and Aria Blend™ are available nationally in the U.S. where you buy groceries.

- Starbucks® Bright Sky & Aria Blend™ (12 oz.) ground (\$8.99)
- Starbucks® Bright Sky & Aria Blend™ K-Cup® Packs (10 ct.) (\$9.99) and (16 ct.) (\$12.99)

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