









Starbucks Fall 2017 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 in 2003 and has since become Starbucks most popular seasonal beverage of all time. Nothing signals fall like the enticing hints of cinnamon, nutmeg and clove and launching this year exclusively in grocery locations is the new ready-to-drink Starbucks® Pumpkin Spice Latte and new Starbucks® Pumpkin Spice Flavored Ground Coffee.

Customers will have six ways to enjoy the flavors of Starbucks PSL where groceries are sold as the new offerings join returning favorites Starbucks® Pumpkin Spice Caffè 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>NEW! Ready-to-Drink Starbucks® Pumpkin Spice Latte 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>Availability & Pricing: The suggested retail price is \$2.79 for a 14-oz. bottle where you buy groceries, beginning late August.</p>
	<p>NEW! Starbucks® Pumpkin Spice Flavored Ground Coffee 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>Availability & Pricing: The suggested retail price is \$9.99 for 11-oz. bag where you buy groceries.</p>
	<p>Starbucks® Pumpkin Spice Caffè 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.</p> <p>Availability & Pricing: The suggested retail price is \$9.99 for 6-count, \$12.99 for 9-count, where you buy groceries.</p>

	<p>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.</p> <p>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.</p>
	<p>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.</p> <p>Availability & Pricing: The suggested retail price is \$5.49 for 5-count where you buy groceries.</p>
	<p>Starbucks® Pumpkin Spice Frappuccino® Chilled Coffee Drink Enticing hints of cinnamon, nutmeg, and clove spices meet creamy milk and Starbucks coffee in a delicious expression of the season</p> <p>Availability & Pricing: Exclusively sold at Sam's Club, the suggested retail price is \$16.88 for a 15-pack of 9.5-oz. bottles, beginning late August.</p>

Starbucks Rewards™ Bonus Stars

- Purchase three (3) qualifying Starbucks® packaged coffee in a single transaction at participating grocery locations from August 14, 2017 through September 30, 2017 and receive 75 bonus stars.
 - Qualifying items include Roast & Ground, K-Cup, and VIA products. Not valid on ready-to-drink, multi-serve or multi-packs.
- Valid on first qualifying purchase and receipt must be submitted no later than September 30, 2017 at 12:00AM (midnight) Pacific Time. Excludes purchases made online. Terms Apply. Full Terms and Conditions & Privacy Policy can be found at www.starbucks-stars.com.
- To learn more about Starbucks Rewards™ loyalty program in grocery locations, read more [here](#).

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