



Starbucks Coffee Company

September 2013

Fact Sheet: Ethiopia coffee

Starbucks honors the birthplace of coffee with the global introduction of Ethiopia, an enchanting single-origin steeped in history and flavor

Ethiopia coffee, a new packaged, whole bean coffee from Starbucks, celebrates the country's rich heritage as the birthplace of coffee. Extraordinary coffee beans combined with Starbucks expertise in roasting give Ethiopia a uniquely delicious flavor, featuring soft, velvety notes of dark chocolate, peppery spice, and sweet citrus. This single-origin, medium roast is available at participating Starbucks stores in the U.S. and Canada, as well as on Starbucksstore.com beginning October 1, 2013. A one-pound bag of Ethiopia coffee retails for \$13.95 U.S.



Ethiopia coffee

By sourcing and masterfully roasting some of the finest quality coffees from various regions of Ethiopia, Starbucks developed a single-origin coffee that is unlike any other we have offered in our 42-year history. This unique, fully-washed medium roast coffee balances herbal flavor notes with peppery spicy, sweet citrus, and dark cocoa.

The Birthplace of Coffee



On the ancient slopes flanking Africa's Great Rift Valley, coffee trees first emerged from this rich, volcanic soil in 800 AD. This is where the first *arabica* coffee was grown. More than 1,200 years later, some of the world's most extraordinary coffees still call Ethiopia home. In addition to boasting incredibly unique coffees from its various growing regions, Ethiopia holds its own rich coffee-drinking traditions.

Honoring Ethiopia

While connecting over coffee is essential to the *Starbucks Experience*, Ethiopians have been coming together over coffee for centuries. Coffee is an experience in Ethiopia that is shared with family and friends through daily coffee ceremonies. Coffee drinking is cherished as a special and important time to gather and can last up to several hours.

The traditional Ethiopian coffee ceremony is a ritual that involves several distinct stages, including pan-roasting the green coffee at home and grinding the roasted beans using a mortar and pestle. The roasted and ground coffee is then prepared in a Jebena, a heavy spherical-shaped pot made out of clay. This unique method steeps the coffee, which is then served in traditional tasting cups.

National Coffee Day is Sept. 29: Join us for Ethiopia Coffee Tastings and Commemorative Ceramic Cups



Starbucks will honor the rich and timeless tradition of coffee in Ethiopia with tastings in participating Starbucks® stores in the U.S. Sept. 29, National Coffee Day. On that day, customers who purchase a 1-lb. bag of Ethiopia coffee will receive a complimentary Ethiopian-inspired commemorative ceramic cup, while supplies last. In addition, Ethiopia will be brewed in stores for two weeks following National Coffee Day.

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