



Starbucks Coffee Company FACT SHEET: Fizzio™ Handcrafted Sodas

FIZZIO™ HANDCRAFTED SODAS – MADE RIGHT BEFORE YOUR EYES

This summer Starbucks is introducing **NEW Fizzio™ Handcrafted Sodas** to our cold beverage line-up – a breakthrough in carbonation technology. We’re doing soda the way only Starbucks can – made-to-order from premium ingredients, not from a can or dispensed from a fountain! Customers can enjoy three refreshing, brewed offerings – **Spiced Root Beer**, **Golden Ginger Ale** and **Lemon Ale** – each containing no artificial flavors or high fructose corn syrup with 100 calories or less in a Grande (16 fl oz) Available starting June 24 at select Starbucks locations in the Sunbelt region.

CLASSIC FLAVORS WITH A TWIST

Fizzio™ Handcrafted Sodas are rooted in classic flavors, but with a signature twist to deliver tastes customers have never experienced from any other soda.

- ✓ Instead of using syrup, we use a batch brewed concentrate base with real, premium ingredients to develop complex and layered flavors
- ✓ We add carbonation to the finished beverage with the Fizzio™ machine, ensuring every ingredient receives the same level of carbonation
- ✓ Beverages are sweetened with real cane sugar and are free from high fructose corn syrup

NEW! Fizzio™ Handcrafted Soda Spiced Root Beer



The nostalgic taste of classic root beer with an unexpected twist – cinnamon, nutmeg, clove and star anise bring this refreshing soda to life.

Tall (12 fl oz): 80 calories /
Grande (16 fl oz) : 100 calories

NEW! Fizzio™ Handcrafted Soda Golden Ginger Ale



A refreshing blend of real ginger, citrus and brown sugar, creating a unique golden color and a complex, delicious taste.

Tall (12 fl oz): 80 calories /
Grande (16 fl oz) : 100 calories

NEW! Fizzio™ Handcrafted Soda Lemon Ale



A refreshing blend of real lemon juice with hints of lime, apricot and ginger.

Tall (12 fl oz): 80 calories /
Grande (16 fl oz) : 100 calories

Pricing: Prices vary per market.

CUSTOMIZABLE CARBONIZATION

Because our customers value customization, and handcrafted beverages are central to the *Starbucks Experience*, we built a machine from the ground up to deliver a premium, handcrafted and customizable soda experience. The result is our proprietary Fizzio™ machine conceived and developed in-house with some of the top carbonation experts in the industry. Since customization is so important to our customers, we had the Fizzio™ machine built with the capability to adjust the amount of carbonation in beverages. Customers will also be able to “add fizz” to existing beverages like Iced Tea and Starbucks Refreshers™ beverages for \$.50 USD.



For More Information

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