



Starbucks Coffee Company

Spring 2014

Fact Sheet: Starbucks® Iced Coffee – Brewed to Personalize Beverages

NEW Starbucks® Iced Coffee Beverages are Brewed to Personalize at Home

The new Starbucks® Iced Coffee – Brewed to Personalize beverages are customizable so customers can enjoy iced coffee at home just the way they like it. Made from 100 percent Starbucks® arabica coffee beans and ranging from 10 to 60 calories per 8 fl. oz. serving, customers can have a delicious Starbucks® iced coffee tailored to their tastes and preferences in the comfort of their own home. Look for them in the chilled section at major grocery stores nationwide by mid-late July 2014.

Inspired by Starbucks® handcrafted iced coffee, Starbucks® Iced Coffee – Brewed to Personalize beverages are the perfect way for customers to enjoy and personalize the *Starbucks Experience* at home.

- **Brewed to Personalize**

Customers can fill their cup their favorite way, whether it's adding a splash of milk, half and half, soy milk, almond milk, or nothing at all. Sprinkle in a favorite sweetener and a little ice, or enjoy it the way it is. The beverage is completely customizable to one's taste and preferences. Each bottle will make about six 8 fl. oz. servings of refreshing Starbucks® iced coffee.

- **Available in three delicious offerings**

- Starbucks® Lightly Sweetened for flavor Iced Coffee Beverage
- Starbucks® Unsweetened Iced Coffee Beverage
- Starbucks® Caramel Iced Coffee Beverage



Availability – Look for these beverages in the U.S. where you buy groceries in mid-late July 2014. Suggested retail price: \$4.99 US (prices vary by market).

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For More Information: please visit news.starbucks.com. News media please contact us at (206) 318-7100 or press@starbucks.com.
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