



# Starbucks Coffee Company

Holiday 2015

## Fact Sheet: Starbucks® Holiday Offerings in Grocery

### Make the Holidays Merrier with Starbucks® Seasonal Offerings

The holidays are a time for family and friends to come together, so whether you're entertaining at home or looking for the perfect gift, Starbucks has a coffee for the occasion. Below are some of our seasonal favorites – from Starbucks® Holiday Blend to Starbucks VIA® Instant to K-Cup® Packs – Starbucks offers a variety of premium coffee in a range of formats for holiday gifting and entertaining.

### Starbucks® Holiday Blend

A returning seasonal favorite is back for a limited time. Starbucks® Holiday Blend combines flavorful and lively Latin American coffees with bold Indonesian coffees. The medium body and mild acidity make it the perfect coffee to pair with the cherished flavors of the seasons or as a special cup to start the day during this busy time of year.

Available in ground packaged coffee (SRP \$9.99 per 10 oz. package, \$13.99 per 18 oz. package) and K-Cup® Packs (SRP \$9.99 for 10 ct., \$12.99 for 16 ct.), look for it exclusively where you buy groceries starting in September.



### Starbucks® Holiday Blonde Roast K-Cup® Pods

This blend of lively Latin American beans and rare aged Sumatra, with its own unique flavor characteristics, is lightly roasted to bring out the warm woody aromas and soft spice notes. And every season we love it even more. Available where you buy groceries starting in September (SRP \$9.99 for 10 ct., \$12.99 for 16 ct.).



### NEW Starbucks® Hot Cocoa K-Cup® Pods

**Starbucks® Classic Hot Cocoa K-Cup® Pods** are an indulgent favorite inspired by Starbucks® handcrafted hot chocolate. Created specifically for your Keurig® machine, our Hot Cocoa delivers a rich and creamy way to treat yourself, sip after satisfying sip.

**Starbucks® Salted Caramel Hot Cocoa K-Cup® Pods** are a new take on the classic warmer – velvety cocoa, perfectly complemented by a pinch of sea salt and a dash of natural caramel flavor. Inspired by our handcrafted beverage and created specifically for your Keurig® machine, it's a sweet chocolate sensation with a savory flair.

Available where you buy groceries starting in August (SRP \$10.99 for 10 ct., \$13.99 for 16 ct.)



**For More Information:** please visit [news.starbucks.com](http://news.starbucks.com). News media please contact us at (206) 318-7100 or [press@starbucks.com](mailto:press@starbucks.com). ©2015 Starbucks Coffee Company. All rights reserved.

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### Starbucks® Veranda Blend®, House Blend and French Roast Holiday Series

Some of our best-selling coffees have a festive look for the holiday season. Look for them at a Kroger store near you starting in September (SRP \$9.99 per 12 oz.).



**Starbucks® Veranda Blend®** Roasting this blend of specially chosen Latin American beans for a shorter time allows the delicate nuances of soft cocoa and lightly toasted nuts to blossom. Balanced and flavorful without being overly bold, this coffee brews a delightfully gracious cup.



**Starbucks® House Blend**  
A blend of Latin American beans roasted to a glistening, dark chestnut color. This coffee is loaded with flavor, balancing notes of nut, cocoa and just a touch of sweetness from the roast. This was our very first blend created back in 1971. A true reflection of Starbucks® and a delicious cup of coffee, period.



**Starbucks® French Roast**  
Our deepest, darkest offering, Starbucks® French Roast is intense and uncompromising. Straightforward, light-bodied with low acidity, and immensely popular since 1971, our darkest roast is adored for its intense smokiness.

### Starbucks® Peppermint Mocha Iced Espresso Classics

Bring home the joy with Starbucks® Iced Espresso Classics Peppermint Mocha flavor. Inspired by Starbucks® handcrafted holiday classic, it's the perfect blend of rich bold espresso, 2% milk and natural holiday flavors like chocolate and peppermint – all wrapped in a festive package. Look for it at major grocery stores nationwide starting in October (SRP \$4.99)



### NEW: Starbucks VIA® Instant Latte White Chocolate Mocha

Inspired by a seasonal favorite, Starbucks VIA® Instant Latte White Chocolate Mocha features creamy, elegant white chocolate flavors perfectly paired with rich and full-bodied Starbucks VIA® Instant coffee. Just add hot water and enjoy. Available where you buy groceries starting in August (SRP \$6.99 for 5 ct. pack) and select Starbucks® stores in September (SRP \$6.99 for 5ct. pack).

### Starbucks VIA® Instant Latte Peppermint Mocha

The perfect blend of decadent cocoa and minty-crisp sweetness, Starbucks VIA® Instant Peppermint Mocha combines natural dairy and 100% arabica coffee for a rich, creamy flavor. Just add hot water and enjoy. Available in Starbucks® stores in the U.S. and Canada, and where you buy groceries starting in November 2015 (U.S. SRP \$6.99 for 5ct. pack).

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

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