



New Year, New Starbucks Oatmeal – Steel-Cut, with Fresh Blueberries Too!

## Starbucks Revamps Winter Mornings with Introduction of Steel-Cut Oats & New Hearty Blueberry Oatmeal



This January, look forward to chilly mornings with a **delicious new way to celebrate National Oatmeal Month**: new Starbucks® **Hearty Blueberry Oatmeal\***, featuring a blend of steel-cut and old-fashioned rolled oats, topped with a fruit, nut and seed blend and fresh blueberries, as well as an optional touch of sweetness with organic agave syrup. The fruit, nut and seed topping is a complex blend of dried figs, pepitas, dried cranberries and almonds. Including all toppings, this satiating breakfast has **seven grams of protein and six grams of fiber** in 280 calories.

Starbucks also revamps the oatmeal that's been a customer favorite since its introduction in 2008, with a **new steel-cut and rolled oats blend**, and a new name: **Starbucks® Classic Oatmeal**. The trio of delicious toppings – dried fruit blend, nut medley and brown sugar – remains available to customize the Classic Oatmeal to your taste.

If your New Year's resolutions include enjoying more whole grains and starting your day right with a hearty breakfast, Starbucks has you covered with the 100 percent whole grains blend and delicious toppings in both the new Hearty Blueberry Oatmeal and Starbucks® Classic Oatmeal. Ready to eat in five minutes, either oatmeal selection can be spiced up with a dash of cinnamon or nutmeg from the condiments bar. Pair with a **Tall (12 fl. oz.) Nonfat Caffe Latte** for a delicious and satisfying morning routine.

*\*Available in select company-operated Starbucks stores nationwide.*

## Celebrate Hot Tea Month with a Sip from Teavana & Tazo

Winter kicks off with January as **National Hot Tea Month**, and there is no better time to enjoy a warm cup of tea from Teavana and Tazo. Start your day with a steaming mug of green tea, choose a spicy chai for an afternoon pick-me-up and wind down with a calming chamomile as the day comes to an end. With Teavana now officially part of the Starbucks family, one of the most immediate changes you will see is the addition of new Teavana stores outside of malls in neighborhoods and on urban streets. Down the road, we also have plans to add tea bars to Teavana stores that will serve hand-crafted beverages for customers, which may also be served in Starbucks stores in the future. Stay tuned for tea news from Teavana and Tazo!



## Introducing Starbucks® Vanilla Blonde – Try it Sugar-Free!

Have you explored the lighter side of Starbucks? Last winter, Starbucks introduced Starbucks® Blonde Roast. In developing and tasting more than 80 recipes, Starbucks master roasters used some of the world's finest *arabica* beans and a shorter roast time to create a premium, approachable and perfectly balanced cup of lighter-bodied coffee.

This winter, try the soft flavors of Starbucks® Blonde Roast Veranda Blend™ with a sweet addition: vanilla! The new Starbucks® **Vanilla Blonde** is handcrafted in Starbucks® stores with the addition of vanilla syrup to our lightest roast. You can **customize your Vanilla Blonde with sugar-free vanilla flavored syrup**, for a drink that is just 5 calories for a Tall (12 fl. oz.).

Available in Veranda Blend™ and Starbucks Willow Blend™, as well as decaf Starbucks Willow Blend™, Starbucks® Blonde Roast is perfect for those looking for a milder brewed coffee. Look for it where you buy groceries, Starbucks® stores nationwide, StarbucksStore.com, and brewed daily in Starbucks® stores in the U.S. and Canada.



## Resolve to Evolve Your Wellness Rituals with Evolution Fresh

When it comes to juice, fruits and vegetables squeezed and freshly cold-pressed can provide delicious flavor and nutrition in every sip - but like picking an orange from the highest branch, attaining freshness like this is not easy.

Last year, you heard about Starbucks introduction of Evolution Fresh - a juicery that cracks, peels, presses and squeezes its own raw

fruits and green vegetables, and one of the only major juice companies in the U.S. that uses an innovative technology called High Pressure Processing (HPP) to safely deliver the flavors, vitamins and nutrients of raw fruits and vegetables.

This New Year, as you make resolutions to include the goodness of more fruits and vegetables in your diet, consider Evolution Fresh's wide variety of fruit and green vegetable juices for refreshment, hydration and varied nutrient needs, including One-Day Evolution™ Ritual packs, and protein and fiber-focused offerings.

Bottled beverages are available at grocery stores in select West Coast markets and at participating Starbucks® retail stores. For the latest information, visit [Facebook.com/EvolutionFresh](https://www.facebook.com/EvolutionFresh) or [Evolution www.evolutionfresh.com](http://www.evolutionfresh.com)