

PSL'S 20TH SEASON HAS ARRIVED



Pumpkin Spice Latte (PSL) launches for the first time at 100 stores in Vancouver, B.C., and Washington, D.C.



When there were spot shortages of beverage ingredients after a rush early in the season, **news outlets declared a “grande problem” and a “pumpkin emergency.”**

Original recipe revamped to remove caramel coloring and add **real pumpkin puree.**

PSL's 10th Anniversary. Reaches milestone of more than 200 million PSLs sold.

PSL joins Twitter (now X) as **@TheRealPSL**, wearing signature orange sunglasses, with a following that would grow into the millions.

After the livestream of the birth of a baby giraffe captured the public's attention, **Starbucks hosted a PSL Pumpkin Hatch live streaming event** on Facebook Live and on YouTube.

Launches the Starbucks “Leaf Rakers Society,” a private Facebook group for people who are obsessed with all things PSL and autumn.



Starbucks PSL celebrates its 20th Anniversary.

Starbucks Reserve locations in the U.S. offer new pumpkin spice beverages and food, including a **Starbucks Reserve® Pumpkin Spice Espresso Martini.**

Merriam-Webster officially **adds pumpkin spice to the dictionary.**

Iced is hot! Pumpkin Cream Cold Brew outsells Pumpkin Spice Latte for the first time.

Fall enthusiasts in the U.S. and Canada are invited to **dial a special hotline** to hear a crackling fire or a hayride through a pumpkin patch.

2003

2004

National rollout of Pumpkin Spice Latte **across the U.S. and Canada**, with the handwritten beverage code “PSL.”

2012

2013

2014

2015



PSL's icy analog, **Pumpkin Cream Cold Brew**, arrives in stores.

2017

2018

2019

2020



2022

2023

