PSL’s 20th Season Has Arrived

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.

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

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

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.

PSL’s 10th Anniversary reaches milestone of more than 200 million PSLs sold.

Merriam-Webster officially adds pumpkin spice to the dictionary.

PSL’s icy analog, 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.

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.

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