

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.



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

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.”**



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. 20 years later, PSL remains one of Starbucks most popular seasonal beverages



2003
2004

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

2012
2013

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

2014
2015

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

2017
2018

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

2019
2020



Iced is hot! Pumpkin Cream Cold Brew outsells Pumpkin Spice Latte for the first time.
Fall enthusiasts in Canada and the U.S. are invited to **dial a special hotline** to hear a crackling fire or a hayride through a pumpkin patch.

2022
2023

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

