



Starbucks Coffee Company

Fact Sheet: Frappuccino® Blended Beverages

Frappuccino® Blended Beverage Overview

Starbucks launched the first Frappuccino® blended beverages, Coffee and Mocha, nationally in 1995 with a proprietary blend of coffee, milk and ice. Today, almost two decades later, customers can enjoy more than 36,000 different combinations of Frappuccino. It all started with a creatively inspired barista in California with a blender – and now it's an iconic beverage.



History

In 1993, two Starbucks partners (employees) saw a tremendous opportunity for blended coffee beverages in Southern California. They noticed that customers were asking baristas for iced blended drinks and were disappointed that one was not offered at the time, so local partners began experimenting to develop an iced blended beverage.

Initial experiments included a blend of simple ingredients: ice, milk and espresso and evolved from there. A Santa Monica store tested the first Frappuccino blended beverages and the product was an instantly a customer favorite.

Starbucks wanted a distinctive, proprietary name for the drink. In June 1994, when Starbucks acquired The Coffee Connection in Boston, they also inherited one of their products called a Frappuccino, a cold, slushy drink made from a soft-serve machine. While the drink did not stay on the menu, the name was perfect for the new blended beverage, evocative of both the cold of a frappe and the coffee in a cappuccino. Starbucks decided to extend the name Frappuccino to the new blended beverage being tested in California.

By the end of 1994 Starbucks decided to roll Frappuccino out nationwide, Coffee and Mocha were the first Frappuccino blended beverages introduced in Spring of 1995, they were an instant hit. Word of mouth about the new product spread quickly, and regular customers introduced it to their friends.

Today, there are more than 36,000 different ways to customize the Frappuccino blended beverage. As Starbucks continues to expand into new markets and countries, the number of Frappuccino blended beverage flavors continues to grow. Flavors such as the Red Bean Green Tea Frappuccino blended beverage in China, the Wimbledon-inspired Strawberries and Cream Frappuccino blended beverage in the UK, and the Brigadeiro Frappuccino blended beverage in Brazil provide culturally-relevant options worldwide. Innovative and original, the Frappuccino® blended beverage is a favorite treat for Starbucks customers around the world.



Customization Options

Since its inception, Frappuccino has always been about the customer and customization. By selecting from a variety of milks, choosing the intensity of coffee, and picking a combination of syrups or toppings customers can create a Frappuccino® blended beverage that fits their lifestyle and taste preference.

- ✓ **Request nonfat milk or soy**
Choose nonfat milk for a beverage that is lower in calories and fat or soy milk for a non-dairy treat.
- ✓ **Choose the 'light' option**
By choosing 'light,' the beverage will have at least 33 percent fewer calories than the regular Frappuccinos. There are also 'light' option for the coffee, caramel, mocha, java chip and café vanilla flavors.
- ✓ **Select a sugar-free syrup**
Add a sugar-free syrup to any Frappuccino® blended beverage for great flavor without added calories or sugar. Starbucks offers sugar-free syrups in vanilla, caramel, hazelnut and cinnamon dolce.
- ✓ **Ask for less or no whipped cream**
Starbucks baristas are happy to meet your request for no whip, or less whipped cream.

###

For More Information visit starbucks.com or Frappuccino.com. News media please contact us at (206) 318-7100 or press@starbucks.com.

© 2013 Starbucks Coffee Company. All rights reserved.