



Starbucks Coffee Company

FACT SHEET:

Love Your Latte – Winter 2014

OUR ESPRESSO YOUR FLAVOR

In 1984, we served the first Starbucks® Caffè Latte – the original coffeehouse classic. A simple combination of our bold, tasty espresso with fresh, sweet steamed milk on top, the Caffè Latte is perfect on its own, or serves as a delicious base for whatever flavors you choose to add.



Fast forward to 2014, and our handcrafted classics are inspiring brand new flavors and new ways to enjoy a Starbucks® latte – even when you can't get to a store. New Caramel Flan Latte offers a unique and flavorful twist on classic flavors, while new Starbucks VIA® Vanilla Latte and Caffè Mocha bring Starbucks® lattes from our home and into yours.

NEW! CARAMEL FLAN LATTE



Ring in the New Year with the taste of flan! Starting January 7, customers can enjoy NEW **Caramel Flan Latte**, an espresso beverage inspired by the traditional and much loved dessert, flan. This limited time espresso beverage is available from January 7 through March 3.

Sip on a delicious twist on a traditional dessert that combines Starbucks® signature Espresso Roast, freshly steamed milk and rich flan syrup, topped with a caramel whipped cream and a soft layer of caramelized sugar drizzle.

Customers can choose the Starbucks® Caramel Flan Latte Iced or as a Frappuccino® blended beverage, making it a perfect beverage for any occasion.

Caramel Flan Latte is available in company-operated and licensed locations for a limited time in the U.S. and Canada.

Suggested Retail Price for a Tall (12 fl. oz.): \$3.75 USD

NEW! STARBUCKS VIA® LATTE

Inspired by our customers' favorite beverages, Starbucks VIA® Lattes deliver the high-quality taste Starbucks is known for. With new Starbucks VIA® Vanilla Latte and Starbucks VIA® Caffè Mocha, you can enjoy a Starbucks® latte on-the-go when you can't get to a Starbucks store. Just add hot water for a delicious Starbucks® latte in an instant.



Starbucks VIA® Caffè Mocha: Inspired by the irresistible flavors of the handcrafted version, Starbucks® VIA Caffè Mocha is the perfect union of cocoa, Starbucks® coffee and natural dairy.

Starbucks VIA® Vanilla Latte: The much-loved Starbucks® Vanilla Latte inspired the creation of this everyday companion, featuring rich Starbucks® coffee, natural dairy and vanilla flavor.

Starbucks VIA® Lattes will be available in all Starbucks® locations in the U.S. and Canada and on starbucksstore.com starting January 7 (\$6.95 for 4 ct-pack), with nationwide grocery availability by spring (\$7.99 for 5 ct-pack).

DID YOU KNOW?

- ✓ There are more than 180k ways to customize your Starbucks beverage
- ✓ Vanilla and Hazelnut are the two most popular flavors requested for espresso beverages
- ✓ Starbucks offers more than a dozen premium Italian-style syrups to enhance the flavor of your latte
- ✓ The Pumpkin Spice Latte is Starbucks most successful seasonal beverage

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For More Information

If you have questions or need more information, you may visit starbucks.com or <http://news.starbucks.com>. News media please contact us at (206) 318-7100 or press@starbucks.com.