



STARBUCKS
Refreshers™
revitalizing energy

Starbucks Coffee Company

February 2014




FACT SHEET:

New and Improved Starbucks Ready-to-drink Refreshers™ Beverages

NEW AND IMPROVED STARBUCKS READY-TO-DRINK REFRESHERS™ BEVERAGES

Starbucks has revitalized the lightly sparkling ready-to-drink Starbucks Refreshers™ beverages, and added a **NEW** flavor to the lineup – **Blueberry Acai!** Now with an optimized formula, Starbucks Refreshers™ beverages deliver revitalizing energy with no spike and crash. Made with real fruit juice, B vitamins and ginseng, the **Strawberry Lemonade**, **Raspberry Pomegranate** and **Blueberry Acai** revitalize energy and conquer the daily afternoon lull.

GRAB A CAN AND GO!

-  New improved flavor with real fruit juice, B vitamins, ginseng, and caffeine from green coffee bean extract
-  90 calories per can
-  Updated packaging with sparkling bubbles and vibrant berry hues, sold separately or in 4-packs of 8.4 fl. oz. cans



REINVENT HOW YOU RECHARGE

All three ready-to-drink Starbucks Refreshers™ beverages offer a revitalization of energy when a cup of coffee isn't what you crave. It's a revitalizing treat for the senses that you can feel good about:

- **NEW! Starbucks Refreshers™ Blueberry Acai** – Blueberry and açai super fruit juices combine to form a tangy and lightly sparkling beverage.
- **Starbucks Refreshers™ Strawberry Lemonade** – Features flavors of juicy strawberry and tart, sweet lemonade.
- **Starbucks Refreshers™ Raspberry Pomegranate** – A thirst-quenching pick-me-up that combines tangy flavors of pomegranate and juicy raspberry.

Re-energized? #StarbucksRefreshers

AVAILABILITY & PRICING

Look for Starbucks Refreshers™ beverages in grocery and Starbucks® stores in the U.S. and Canada for \$1.99 per 12 fl. oz. can. New this year, you can also purchase a pack of four 8.4 fl. oz. cans for \$5.99 where you buy groceries.

For More Information:

To learn more about Starbucks ready-to-drink Refreshers™ Beverages, visit <http://www.starbucks.com/refreshers>. If you have questions or need more information, you may visit starbucks.com. News media please contact us at (206) 318-7100 or press@starbucks.com, or visit <http://news.starbucks.com>.