

UNDER EMBARGO UNTIL MONDAY, 8/3 AT 9AM ET/6AM PT



Starbucks announces the return of Pumpkin Spice Latte (PSL) Aug. 25, new Chaider and more fall favorites



Fall officially arrives at Starbucks on Aug. 25 with the return of the iconic Pumpkin Spice Latte, made with real pumpkin. The seasonal lineup also includes new pumpkin spice beverages, returning pecan-flavored favorites, banana bread-inspired drinks and the new Chaider, a cozy, cider-inspired take on chai. The fall menu will also feature new food and limited-time merchandise collections.

Pumpkin favorites return

As anticipation builds for the return of Pumpkin Spice Latte on Aug. 25, Starbucks will also be bringing back an expanded lineup of new pumpkin spice drinks, including the new Iced Pumpkin Cream Shaken Espresso, Pumpkin Spice Chai and Iced Pumpkin Cream Matcha. Returning favorites such as the Pumpkin Cream Cold Brew, Iced Pumpkin Cream Chai and Pumpkin Spice Frappuccino® blended beverage will also return.

Pecan is back

Pecan will also return to the fall menu, bringing a signature combination of nutty flavors, rich brown-buttery notes and baking spices. Customers will be able to enjoy the Pecan Cortado, Iced Pecan Crunch Latte and Pecan Crunch Latte starting Aug. 25.

Banana is having a moment and it's joining the Starbucks menu

As banana flavors continue popping up everywhere, Starbucks is expanding its banana-inspired lineup with two new beverages inspired by freshly baked banana bread. The new Iced Banana Bread Latte and Iced Banana Bread Chai combine banana, cinnamon and brown sugar flavors to create dessert-like notes reminiscent of warm baked treats and will be available beyond the fall season.

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Introducing Chaider



The new Chaider is a cozy twist on chai for fall. This comforting beverage delivers cider-inspired flavors including cinnamon and sweet spice; the new Chaider can be enjoyed hot or iced.

Food coming this fall



Alongside fall's favorite beverages, Starbucks is serving up a delicious mix of sweet and savory bites, from a new protein-packed pocket to a playful new cake pop and the returning Pumpkin Cream Cheese Muffin.

The new **Chicken Bacon Protein Pocket** is toasted whole wheat lavash flatbread packed with tender chicken, crispy bacon and a creamy garlic herb cheese spread, containing 20 grams of protein.

The new **Hedgehog Cake Pop** is made with vanilla cake mixed with buttercream, dipped in chocolatey icing with chocolate sprinkles on top.

The returning **Pumpkin Cream Cheese Muffin** is a spiced pumpkin muffin with a sweet cream cheese filling and a sprinkling of chopped, spiced pepitas.



A collection of Starbucks fall-themed products displayed against a solid orange background. The items include: three cans of Starbucks Double Shot Energy drinks (one orange, one white, one green), three bottles of Starbucks Oatmilk (one orange, one white, one green), three bottles of Starbucks Creamer (one orange, one white, one green), three boxes of Starbucks Smoothies (one orange, one white, one green), three boxes of Starbucks Cold Brew Coffee (one orange, one white, one green), and three boxes of Starbucks Pumpkin Spice Latte (one orange, one white, one green). Each product features the Starbucks Siren logo and autumn-themed illustrations like pumpkins and leaves.

Bring the taste of fall home with Starbucks. Customers can start enjoying Starbucks fall flavors now with Starbucks coffees, creamers and ready-to-drink beverages available where groceries are sold. From Starbucks® Doubleshot® Energy Pumpkin Spice to the Starbucks® Iced Espresso Pumpkin Spice Latte and Starbucks® Pumpkin Spice Latte-inspired creamers, fall favorites are on grocery shelves now.