

Under Embargo Until March 10 at 8 a.m. ET

Reimagined Starbucks Rewards Program Launches with New Member Benefits

Today, March 10, Starbucks launched its [reimagined Starbucks Rewards program](#), introducing a new tiered structure with three levels—Green, Gold and Reserve—each offering increasingly personalized benefits, premium experiences and greater earning power. Starbucks Rewards members can check their Starbucks app or email to learn their membership level. Members can move up to the next level at any time as they accumulate Stars, and progress toward the next level can be easily tracked in the Starbucks app.

STARBUCKS REWARDS

THREE NEW STATUS LEVELS WITH BENEFITS

	GREEN MEMBER	GOLD MEMBER	RESERVE MEMBER
EARN STARS FROM DAY 1		EARN 500+ IN A YEAR TO ACHIEVE GOLD STATUS	EARN 2,500+ IN A YEAR TO ACHIEVE RESERVE STATUS
BENEFITS FOR ALL	- Free Mod Mondays: One customization, once a month, on us - Early access, personalized offers and games - Earn Bonus Stars with qualifying Starbucks Card reloads of \$30+ - Double Stars with personal cup	- Free Mod Mondays: One customization, once a month, on us - Early access, personalized offers and games - Earn Bonus Stars with qualifying Starbucks Card reloads of \$30+ - Double Stars with personal cup	- Free Mod Mondays: One customization, once a month, on us - Early access, personalized offers and games - Earn Bonus Stars with qualifying Starbucks Card reloads of \$30+ - Double Stars with personal cup
EXCLUSIVE BENEFITS	- Free reward on your birthday 1★ earned per \$1 spent - Stars stay active beyond 6 months with qualifying monthly activity	7 days to redeem your birthday reward 1.2★ earned per \$1 spent - Stars never expire* 4 more Double Star Days per year	30 days to redeem your birthday reward 1.7★ earned per \$1 spent - Stars never expire* 6 more Double Star Days per year - A free personalized Reserve Card to mark your achievement - Access to merch shop and Global Coffee Experiences

*At Green status, unredempted Stars expire after 6 months. Extended expiring Stars by making an eligible purchase, redeeming a Reward, or adding a qualifying reload to your Starbucks Card.
*Gold and Reserve benefits valid as long as applicable status is maintained. For full program details, visit [starbucks.com/rewards/couponingame](#). Terms and conditions apply.

With the launch of the updated program, all members will enjoy new benefits including the first Free Mod Monday on March 16, when every member can receive one free modifier on any handcrafted drink, as well as access to the new 60-Star redemption tier offering \$2 off any purchase, the ability to accelerate Star earning when digitally reloading \$30 or more to a Starbucks Card. To celebrate the launch Starbucks is offering a Triple Star Day on March 11, where members will earn triple the Stars on their entire purchase.

STARBUCKS REWARDS

ALL THE WAYS TO REDEEM STARS

The new Starbucks® Rewards is here, including a simple new redemption option.

25 ★ TIER	60 ★ TIER	100 ★ TIER	200 ★ TIER	300 ★ TIER	400 ★ TIER
Drink customization like an espresso shot, syrup or cold foam. Up to \$1 value.	Up to \$2 off any item.	Brewed coffee or tea (hot or iced), bakery items, packaged snacks and more. Up to \$6 value.	Handcrafted drink, like a latte or cold brew, or hot breakfast. Up to \$10 value.	Lunch sandwich, protein box or at-home coffee. Up to \$16 value.	Select Starbucks merchandise. Up to \$20 value.

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Gold and Reserve members will unlock elevated benefits, including an extended period to enjoy their birthday treat, Stars that won't expire, faster Star earning, and access to exclusive experiences.

Starbucks Rewards Secret Menu Beverages

To celebrate the launch, Starbucks is also offering a secret menu beverage for each level, available to order in the Starbucks app for a limited time:



- **Green Level:** Iced Matcha Latte with strawberry purée and banana cream cold foam, a playful twist that brings bright, fan-favorite flavors to Starbucks signature matcha.
- **Gold Level:** Iced Caramel Macchiato with toasted coconut cream cold foam and caramel crunch topping, a sophisticated update to an iconic classic.
- **Reserve Level:** Ube Shaken Espresso with mocha drizzle, ube powder and chocolate cream cold foam, inspired by Ube Tiramisu and crafted to celebrate Reserve members.

Exclusive Reserve Member Benefits



The top Starbucks Rewards members will achieve Reserve status at launch and will receive a suite of benefits including a free, personalized Reserve card, first access to Starbucks Shop, a new online shop offering exclusive Starbucks merchandise such as cups and tumblers, apparel and Starbucks Reserve whole bean coffee.

Reserve Members will also unlock access to exclusive curated, coffee experiences that celebrate Starbucks heritage and craft. The first Global Coffee Experience is a trip for 10 winners and their guests to enjoy a Starbucks journey to Tokyo in fall 2026. The trip will include a visit to the Starbucks Reserve Roastery Tokyo and immersive cultural adventures designed to inspire connection. Details on how to apply will be shared with Reserve members soon.

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The reimagined Starbucks Rewards program reflects a commitment to delivering benefits that matter most to members. Built on extensive member feedback, the updates introduce more meaningful rewards and new ways to engage with loyal customers. This update represents a key milestone in the Back to Starbucks strategy, revitalizing what it means to be a Starbucks Rewards member.