



## **Starbucks launches two spring merch collections inspired by matcha and cherry blossoms**

New drinkware and accessories with lush matcha greens and playful pink cherry blossoms mark the arrival of spring at Starbucks coffeehouses across the U.S. and Canada starting March 3.

As spring awakens with new color and life, Starbucks is embracing the season with merchandise in rich matcha greens and soft pink cherry blossoms, a palette that reflects the season's energy and optimism.

"We were inspired by the customers in our coffeehouses," said Kap Pitarys, director of U.S. merchandise for Starbucks. "We created an assortment that captures the spirit of spring and our customers' love of matcha."

Here are the two new spring merch collections Starbucks is bringing to participating coffeehouses in the United States and Canada starting March 3, while supplies last:

### **Matcha collection**



Matcha has been served in Starbucks coffeehouses for over 20 years, and the new Starbucks Matcha Collection explores its layered beauty in hues reminiscent of light creamy foam or the deeper green of fine matcha powder.



“People often have their first matcha at Starbucks,” Pitarys said. “We really wanted to capture the matcha trend, the love of the color, the energy around matcha, the spirit of making it their own.”

Inspired by that first taste of matcha at Starbucks, the Matcha Collection features merchandise with a variety of materials, sizes and proportions unified with a tea-leaf green palette that ties back to the drink’s roots.

Pitarys said that she wanted to capture the whole range of matcha at Starbucks – from customers who love their classic daily Matcha Latte to those exploring other flavors like the Iced Lavender Cream Matcha. “We wanted to capture the spirit of the coffeehouse matcha experience from ritual to exploration and give customers more ways to celebrate and show that fandom,” she said.

#### **Matcha splatter mug**



The exuberant green splatter on the 12-ounce ceramic mug is inspired by an explosion of matcha powder. *Price: \$17.95*

#### **Matcha glass cold cup**



Give your next iced matcha a little extra love with the 16-ounce matcha glass cold cup inspired by the iconic Starbucks to-go cup. *Price \$22.95*

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**Glass rippled cup**



This two-tone 12-ounce glass cup is inspired by the colorful layers of the returning springtime favorite, Iced Lavender Cream Matcha. *Price \$17.95*

**Rippled matcha mug**



A wavy silhouette is also featured with a 12-ounce creamy green stainless steel lidded mug, perfect for a whimsical matcha moment on-the-go. *Price \$24.95*

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### **Botanical glass mug**



The elegant glass teacup was the inspiration for this 12-ounce mug, etched with a modern botanical design. *Price \$17.95*

### **Botanical stainless steel cold cup**



This 12-ounce stainless tumbler looks like a piece of modern art with its dual-toned leaf design in shades of green. *Price \$21.95*

### **Dream in Green stainless tumbler**



Swirls of lavender in a sea of matcha green encircle this 12-ounce stainless tumbler with a message in flowing script: “Dream in Green.” *Price \$22.95*

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## Cherry blossom collection

Spring also means cherry blossoms and, this year, U.S. and Canada Starbucks coffeehouses are featuring a cherry blossom merchandise collection inspired by designs created for Starbucks coffeehouses in Asia Pacific.

Cherry blossom season signals the start of spring across the globe. From Seattle to D.C., and from Denmark to Japan, these soft pink blooms symbolize renewal and new beginnings—inviting people to gather for peaceful strolls or picnics beneath their canopy of petals.

“The blossoming of the Sakura flowers is a moment where people come together as a community,” said Pitarys. “Sakura flowers in full bloom signify new beginnings across the globe and a time of reflection, reconnection and celebration all at once.”



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**Cherry blossom cold cup**



The 20-ounce pale pink cold cup is adorned with delicate cherry blossoms, finished with a festive pink straw. *Price: \$27.95*

**Cherry blossom tumbler (20 ounces)**



Playful cherry blossoms dot the 16-ounce stainless water bottle, capped off with a pink lid. *Price: \$32.95*

**Cherry blossom tumbler (12 ounces)**



The 12-ounce tumbler is pretty in pink in a pale petal hue covered in cherry blossoms. *Price: \$24.95*

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### **Pink gradient cold cup with flower straw topper**



The 24-ounce plastic cold cup has modern grid-like texture and pink ombré shading, adorned with a pink flower straw topper. *Price: \$24.95*

### **Cherry blossom Bearista™ keychain**



The collection includes an adorable keychain. After all, what could be cuter than a Starbucks Bearista™ bear holding a little cherry blossom? *Price: \$14.95*

### **Cherry blossom enamel pin set**



Celebrate spring in style with this charming set of three collectible enamel pins. *Price: \$14.95*