UNDER EMBARGO UNTIL NOVEMBER 9 AT 3am PT / 6am ET

Starbucks Shop opens to all on Nov. 10, with holiday collection and exclusive merchandise online

We've always believed Starbucks is more than coffee. It's about connection and experience. Whether enjoying a favorite beverage in the coffeehouse, visiting the drive-thru or ordering ahead in the Starbucks app, our goal is to make every moment feel special, no matter where you are.

That experience now extends beyond the coffeehouse through new digital destinations designed to make connecting with Starbucks easier than ever.

Earlier this year, Starbucks piloted Starbucks® Shop, a new online destination designed to bring our coffee passion, expertise and one-of-a-kind merchandise to customers beyond the coffeehouse.

Initially available to Starbucks Rewards members, Starbucks Shop will open to all customers on Nov. 10, just in time for the holiday season.

Starbucks Shop makes it easy to discover exclusive merchandise, seasonal favorites and personalized gifts, all in one premium online destination:

- **Discover unique items you can't find anywhere else:** Starbucks® Shop is the destination for exclusive Starbucks merchandise.
- **Shop the new Holiday Bearista apparel collection:** Find Bearista-inspired hoodies, crewnecks and T-shirts for the whole family, only available on Starbucks Shop.
- **More Starbucks favorites, all in one place:** Explore apparel, distinctive drinkware and seasonal coffees, sign up for Starbucks® coffee subscriptions and more.
- **Make it yours:** Personalize eligible drinkware with engraving and select apparel with embroidery.
- **More rewarding for Starbucks Rewards members:** Earn Stars with every Starbucks Shop purchase to utilize in the coffeehouse.

Starbucks is also launching its own TikTok Shop, where select merchandise from Starbucks Shop will be available for purchase.

By blending premium coffee experiences, authentic storytelling and exclusive merchandise across multiple digital destinations, Starbucks continues to create new ways for customers to experience Starbucks wherever they are.