**Under embargo until Nov. 9, 6 am ET / 3 am PT**

# Starbucks launches new Bearista™ Glass Cold Cup Surprise Box collection with characters including rare golden bearista

*Starbucks biggest Bearista drop ever! Discover Reiny, Joy, Aspen and Bunny, and the rare Goldie when the limited-edition Bearista Glass Cold Cup Surprise Box collection arrives at select coffeehouses globally on Nov. 10.*

Starbucks Bearista™ Glass Cold Cups are back with a holiday twist. Starting Nov. 10, Starbucks biggest Bearista drop yet brings a new collection of collectible Bearista™ Glass Cold Cup – Surprise Box Edition to select coffeehouses. Made from hand-blown glass, each limited-edition Bearista™ Glass Cold Cup is available for $39.95 and while supplies last.

Hidden inside each surprise box is one of five festive Bearista characters: Reiny, Joy, Aspen, Bunny, and a rare mystery bear, Goldie, each bringing their own personality and holiday style. Every collectible Bearista comes with a personality card that shares their vibe, holiday tradition and signature Starbucks beverage order.

From an adventurer who lives for a sunrise ski run to a whimsical winter dreamer building the ultimate snow globe collection, there's a Bearista for every kind of holiday personality.

Customers may purchase up to two Bearista Surprise Boxes in coffeehouses, while supplies last. A limited quantity will be available exclusively for Starbucks Rewards Reserve members on the Starbucks® Shop starting Nov. 9 at 1:00 p.m. Eastern time / 10:00 a.m. Pacific time, limit one per member.

**Meet the Bearista Suprise Box Characters**

**Aspen: The Skiing Bearista™ Bear**



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An alpine adventurer who's all about sunrise ski runs and lodge hangs.

**Reiny: The Reindeer Bearista™ Bear**



This giddy-up glow-getter loves settling in to watch classic holiday movies.

**Bunny: The Snow Bunny Bearista™ Bear**



Bunny is a winter wanderer who loves snowy walks, and she brings an extra element of surprise by changing color with cold beverages.

**Joy: The Ice Skating Bearista™ Bear**



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Joy is a whimsical winter dreamer whose seasonal specialty is curating the ultimate snow globe collection.

**Goldie: The Golden Bearista™ Bear**




If you're lucky, you might find Goldie, the rarest Bearista of the bunch.

**Bearista apparel to match your vibe on Starbucks Shop**



Starting Nov. 10, Starbucks Shop opens to all customers, with exclusive holiday Bearista™ apparel, including hoodies, sweatshirts and T-shirts. Starbucks Shop makes it easy to discover limited-edition merchandise, seasonal favorites and personalized gifts, all in one premium online destination, visit Starbucks Shop here.

**A new chapter for the Bearista Glass Cold Cup Collection**

The Surprise Box Edition is the newest addition to the Starbucks Bearista Glass Cold Cup collection, joining the Soccer Bearista, Pink Bearista and The Snoopy™ Glass Cold Cup introduced earlier this year.

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The original Bearista™ Glass Cold Cup, which first launched last year wearing its iconic Starbucks green hat, will return to select coffeehouses on Dec. 1, available while supplies last.

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**A Bearista surprise is waiting**

Meet Starbucks new Surprise Box Bearista collection, featuring five festive Glass Bearista Cold Cup characters, including a rare golden Bearista. Each mystery box holds a surprise character, revealed only when opened. Available for a limited time in participating U.S. Starbucks coffeehouses, while supplies last.