

**UNDER EMBARGO UNTIL MONDAY, MARCH 2 AT 9am ET / 6am PT**



**Starbucks spring menu arrives with new chai, ube and coconut drinks  
plus the return of lavender favorites**



Starting March 3, Starbucks welcomes spring with a refreshed menu, featuring new ways to enjoy **Chai**, the **Iced Ube Coconut Macchiato**, **Toasted Coconut Cream Cold Brew**, **Iced Lavender Cream Chai** and the return of **lavender**.

**Endless Ways to Chai**



Starbucks is reimagining its classic chai latte with a **premium chai recipe** that will give customers the ability to customize their sweetness or spice levels, as well as add flavor, such as vanilla, brown sugar or cinnamon dolce syrup, so they can craft the beverage that's uniquely theirs.

Crafted with a premium blend of black tea and warming spices such as cinnamon, clove, cardamom and ginger and a touch of honey, the recipe preserves the signature chai profile customers love while unlocking even more customization\* and flavor exploration.

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### **Introducing Toasted Coconut**



A new take on a coffeehouse favorite, the new **Toasted Coconut Cream Cold Brew** pairs Starbucks Cold Brew with toasted coconut cream flavored cold foam, adding a smooth, creamy finish with coconut notes.

The new **Toasted Coconut Latte** features Starbucks signature espresso combined with toasted coconut-flavored syrup and milk. Available hot or iced.

The new **Toasted Coconut Syrup** and **Toasted Coconut Cream Cold Foam** will be available year-round starting on March 3.

### **Now Trending: New Iced Ube Coconut Macchiato**



Discover the bold flavors and color of the new **Iced Ube Coconut Macchiato**. Starbucks first launched **ube in our Reserve locations where it quickly became a customer favorite. Now we're bringing it to our coffeehouses.** Enjoy layers of toasted coconut and creamy milk with shots of espresso served over ice. The beverage is finished with a layer of vibrant ube coconut cream cold foam, which features sweet and nutty-vanilla notes from the ube perfectly balanced by the toasted coconut syrup and vanilla sweet cream with a sprinkling of toasted coconut flakes.

Fans of ube can also customize any iced beverage with new **Ube Coconut Cream Cold Foam** for a limited time while supplies last.

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### **Lavender is Back**



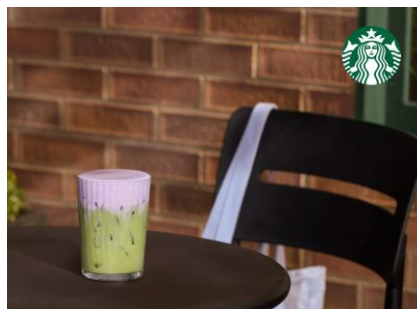
Customer-favorite lavender is back on the Starbucks menu this spring, including the new **Iced Lavender Cream Chai**. Made with Starbucks premium chai, the new drink joins together flavorful chai spices and milk, served over ice and topped with the sweet and subtle floral notes of lavender cream cold foam for a refreshing spring sip.

Other lavender drinks include:

The **Lavender Latte** is made from Starbucks® Blonde Espresso Roast and steamed milk with floral notes of lavender. Available hot or iced.

The **Lavender Crème Frappuccino® Blended Beverage** features subtle notes of lavender combined with vanilla syrup, milk and ice, topped with whipped cream.

### **Shades of Matcha**



Say hello to a fresh line up of matcha – new flavors and vibrant layers made for springtime sipping. The spring matcha menu includes the return of the **Iced Lavender Cream Matcha** which combines smooth matcha with classic syrup, milk and lavender cold foam, served over ice.

And customers can still enjoy the **Iced Banana Bread Matcha**, **Iced Dubai Chocolate Matcha** and **Iced Double Berry Matcha** as part of Starbucks matcha menu. Later this spring, Starbucks will launch the new **Iced Mango Cream Matcha** to the matcha lineup.

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### **New Frog Cake Pop**



The new **Frog Cake Pop** is made of vanilla cake mixed with buttercream and dipped in green chocolatey icing. Available for a limited time.

### **Whole Bean Coffee**



Starbucks **Sun-Dried Ethiopia Highlands**, a single-origin medium roast coffee with notes of blackberry jam and wild mint, arrives on coffeehouse shelves this spring. The coffee beans in this blend are harvested from the Sidama region of Ethiopia and dried in the warm sun. Available for purchase as whole bean coffee throughout the season.

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### **Spring Inspired Merchandise**



With the arrival of spring comes new drinkware. Starbucks new seasonal merchandise collections, inspired by the vibrant green hues of popular matcha drinks – from deep green matcha powder to pastel green of matcha cold foam – and cherry blossom season, feature tumblers, cold cups and mugs that are designed to elevate everyday tea and coffee rituals. The drinkware is available at participating coffeehouses in the U.S. beginning March 3 for a limited time while supplies last.

### **Grab a poppi**



A new ready-to-drink beverage is landing at Starbucks – poppi soda. Taste the future of soda with fan-favorites like their refreshing new Shirley Temple flavor and their bold Grape flavor.

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### **A Preview of Late Spring Arrivals**



Here's a preview of what's coming later this spring on April 7:

Our new **Energy Refreshers** menu will include the new Mango Strawberry Energy Refresher, Mango Strawberry Lemonade Energy Refresher, Pink Drink Energy Refresher, and the Mango Dream Energy Refresher.

Customers will also have the option to make any Refresher Beverage an Energy Refresher, adding more caffeine and B vitamins for 0.80, or remove caffeine entirely to make it caffeine free.

Starbucks will also introduce the new **Iced Ube Coconut Cream Shaken Espresso**, bringing together espresso, notes of coconut and the subtle sweetness of ube, available for a limited time starting on April 7.



Also joining the menu, the new **Iced Mango Cream Matcha** and **Iced Mango Cream Chai**, which will be available year-round.

\*Customizations may incur additional charges.