

UNDER EMBARGO UNTIL TUESDAY, 7/7 at 5AM ET / 2AM PT



Pink drink vibes: New Starbucks merch collection inspired by beloved Pink Drink



It's hard to imagine a *happier* beverage than [Pink Drink](#) – with its sweet strawberry and açai flavors combined with creamy coconutmilk, creating its signature rosy pink hue. The beverage customization (which started when customers asking for their Strawberry Acai Refresher to be customized by swapping out water for coconutmilk) was one of the first [Starbucks viral beverages](#), taking social media by storm in 2016 with the hashtag #pinkdrink before officially joining the Starbucks menu in 2017.

Now the fervor customers have for it has inspired a new Pink Drink Vibes merchandise collection coming to U.S. coffeehouses starting July 7 and online at [Starbucks Shop](#) for Starbucks Rewards members to access.

“Pink Drink is one of the most beloved Starbucks beverages and the fandom continues to grow,” said Kap Pitarys, who leads merchandise strategy for Starbucks. She said that customers love the aesthetic of Pink Drink – and the collection features a range of pink tones, from the creamy (and on-trend) “pop pink” color to the vibrant red shade of the strawberry inclusions. The Pink Drink Vibes merchandise collection includes drinkware plus accessories like hair clips, a keychain with a pink pouch and belt bag.

“There’s a mood-boosting piece to it,” Pitarys said. “We just wanted to take what people love and make sure that it threads through the collection.”

Drinkware

You’ll be in the pink wherever you are with the new Pink Drink collection of cups, bottles and tumblers, available in U.S. coffeehouses for a limited time.

UNDER EMBARGO UNTIL TUESDAY, 7/7 at 5AM ET / 2AM PT



Owala + Starbucks water bottle



This 24-ounce stainless steel Owala + Starbucks water bottle is a vibrant vision in pink – color-blocked in rosy shades with a flip-top lid for easy, on-the-go hydration. *Price \$32.95*

Miir plastic water bottle



See your favorite drink through rose-colored glasses with the Miir 20-ounce plastic water bottle in translucent ombré shades of pink. *Price: \$19.95*

Miir stainless steel water bottle



This monochromatic 20-ounce Miir stainless steel water bottle features a sleek design with built-in handle in a soft pink finish perfect for getting your sips on-the-go. *Price: \$29.95*

UNDER EMBARGO UNTIL TUESDAY, 7/7 at 5AM ET / 2AM PT



Stainless steel water bottle



Soft pink swirls encircle this 18-ounce stainless water bottle, topped with a carry loop. *Price: \$29.95*

Glass cold cup



Colorful strawberries seem to dance along the sides of the 16-ounce glass cold cup, inspired by the beverage's fruit inclusions. *Price: \$24.95*

Strawberry Cold Cup



This modern 24-ounce cold cup has a vertically textured design topped with a playful strawberry straw topper. *Price: \$24.95*

UNDER EMBARGO UNTIL TUESDAY, 7/7 at 5AM ET / 2AM PT



Coming Soon



Starbucks iconic Bearista™ glass is coming back into coffeehouses around the world with a summery twist on July 13, while supplies last. The new limited-edition Glass Bearista™ Cold Cup – Pink Edition is outfitted with an adorable Starbucks ball cap and strawberry straw topper and will be available in select coffeehouses across the U.S., Canada, Asia Pacific, Europe, Middle East and North Africa.

“The Bearista captured the hearts of customers when it debuted last holiday and when we began thinking about future editions of this coveted collectible, the Pink Drink-inspired collection felt like the perfect opportunity to bring it back in a fresh, joyful way for customers around the world,” Pitarys said. Starbucks Rewards Reserve members can get theirs even earlier online at [Starbucks Shop](#) starting July 9, while supplies last. *Price: \$32.95*

Accessories

Pink Drink also inspired a new range of lifestyle items that will be available for purchase in Starbucks coffeehouses this summer:

Keychain with pouch



Add a pop of personality every time you grab your keys with this layered keychain with a vibrant pink pouch, matching wrist strap and playful charms. *Price \$19.95*

UNDER EMBARGO UNTIL TUESDAY, 7/7 at 5AM ET / 2AM PT



Hair clips



Declare your love for Pink Drink with this set of playful hair clips. *Price: \$14.95*

Pink Drink Hat



Coordinate your outfit with your favorite beverage with the Pink Drink baseball hat, a first for U.S. coffeehouses. *Price: \$29.95*

Pink Drink belt bag



Keep your favorite essentials close with this belt bag in a soft pink palette, featuring a rounded silhouette and delicate mini charms, with an adjustable strap that can be worn around the waist or as a cross-body. *Price \$34.95*