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Starbucks Red Cup Day 2026: How to get your free reusable holiday cup on Nov. 17

Excerpt: Starbucks is giving customers a free 2026 limited-edition reusable red cup with the purchase of a handcrafted holiday beverage on Nov. 17 at participating U.S. Starbucks coffeehouses, while supplies last.



Whether you're looking for the warming comfort of a Peppermint Mocha or embracing new flavors like the Tiramisu Velvet Cold Brew, the holidays have arrived at Starbucks. To celebrate the season, customers who order a handcrafted holiday beverage at participating U.S. Starbucks coffeehouses on Nov. 17 will receive a free 2026 limited-edition reusable red cup.

How can I get a free Starbucks red cup on Nov. 17?

The red cup giveaway is available in the café and drive-thru, the Starbucks app and Starbucks delivery through DoorDash, Grubhub or Uber Eats with the purchase of a qualifying holiday beverage.



What drinks qualify for a free Starbucks reusable red cup?

Order any size handcrafted holiday or fall beverage — hot, iced or blended — and you'll receive a free grande (16-ounce) Starbucks reusable red cup at coffeehouses, while supplies last.

Eligible beverages include: Apple Pomegranate Refresher, Caramel Brulée Chai, Caramel Brulée Latte, Gingerbread Chai, Gingerbread Latte, Hot Chocolate, Iced Pumpkin Cream Chai, Peppermint Hot Chocolate, Peppermint Mocha, Pecan Crunch Oatmilk Latte, Pecan Oatmilk Cortado, Pumpkin Cream Cold Brew, Pumpkin Spice Latte, Snowy Apple Drink, Sugar Cookie Latte, Sugar Cookie Matcha, Tiramisu Velvet Cold Brew, Tiramisu Velvet Latte, White Hot Chocolate, Holiday and Fall Cold Foams and Protein Cold Foams.

Starbucks Christmas Blend and Starbucks Reserve® Christmas brewed coffee are not included in this offer.

What does the 2026 Starbucks red cup look like?

The 2026 red cup, made with 95% recycled material and features an illustration of a coffee tree branch and coffee cherries tied up in a red bow, was designed by Starbucks creative studio. The cup is encircled by a green and white grosgrain ribbon motif that can also be found on the paper holiday cups, Christmas Blend coffees and holiday decor in coffeehouses.



Bring back your reusable cup for extra cheer

Using a personal, reusable cup is a gift in more ways than one. Customers who bring in their clean reusable red cup (or any cup) will receive a 10-cent discount on their beverage, plus Starbucks Rewards members will earn double stars on their entire order.

Starbucks is here for you this holiday

Red Cup Day is a beloved tradition for Starbucks customers. To celebrate the season and deliver the very best service, more baristas will be in cafés to welcome customers and ensure a great experience for everyone — whether they are new to Red Cup Day or continuing a favorite tradition.

What's new at Starbucks for the 2026 holiday season?

Enjoy a moment of holiday joy all season long with Starbucks beloved beverages, festive food and must-have merchandise perfect for gifting. Check out all the latest holiday news at Starbucks.