



**STARBUCKS®**

Contact: Caitlin Greenho  
greenho@usc.edu  
555.555.5555

## **This Holiday Season, Starbucks Celebrates the 10<sup>th</sup> Anniversary of the Red Cup**

International “Pass the Cheer” Campaign Announced to Kick Off the Holiday Season

LOS ANGELES (NOVEMBER 1, 2016)—Starbucks Coffee Company (NASDAQ:SBUX) today announced the launch of a special “Pass the Cheer” campaign to celebrate the 10<sup>th</sup> anniversary of the iconic red cup and the return holiday season. On November 8<sup>th</sup>, the opening day of the campaign and the designated Global Day of Cheer, Starbucks will distribute more than two million Cheer Passes to customers in over 40 countries in more than 16 languages and encourage customers to spread holiday cheer throughout the season.

The Cheer Passes will include a range of region-specific surprises from free movie tickets to subway tokens to Starbucks gift cards. Customers are encouraged to “Pass the Cheer” by passing along their card to a friend, family member or stranger with a kind gesture in an effort to see just how far an act of cheer can go. When customers receive their Cheer Passes, they can log onto the official campaign website, [ItsRedAgain.com](http://ItsRedAgain.com), or download the mobile app “Starbucks: It’s Red Again” to register their card and see the other acts of kindness it generated. The campaign strives to promote the joy of the season one act of kindness at a time. It will run from November 8<sup>th</sup> through December 31<sup>st</sup>.

Starbucks is famous for its holiday traditions. This year, new variations of traditional treats will be added to the anticipated holiday menu, debuting on November 8<sup>th</sup> at the start of the “Pass the Cheer” campaign.

- The “Christmas Blend” of coffee beans will be available in decaf and regular
- A new “Holiday Blend” with cinnamon accents will be available for purchase in decaf and regular
- New sugar-free options will be added to the popular holiday beverage collection including:
  - Sugar-free gingerbread
  - Sugar-free egg nog
  - Sugar-free peppermint mocha
- Gluten-free snowmen cookies will be available upon request
- A new cranberry and stuffing panini will be added to the holiday menu

### **About Starbucks**

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting high-quality Arabica coffee. Today, with stores around the globe, the company is the premiere roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique Starbucks Experience to life for every customer through every cup.

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