



Fact Sheet
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Starbucks' Caff-ein Drink Revolutionize People's Mornings

What: Starbucks values their customers need for an easy, healthy breakfast by launching the new Caff-ein drink. It is a coffee, protein drink, offered hot and cold that is vegan, gluten-free with well-sourced ingredients. It contains 100 mg of caffeine and 20 grams of protein.

Who: Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting high-quality arabica coffee. Today, with more than 33,000 stores worldwide, the company is the premier roaster and retailer of specialty coffee in the world.

Where: It will be offered at select stores in Chicago, New York, Los Angeles, Boston and Atlanta.

When: The drink will be released on December 1.

Why: Starbucks is constantly keeping its menu relevant or at least changing with the seasons. This drink appeals to many people in this busy world.

- Kevin Johnson, Starbucks CEO

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