

VO: THIS YEAR, STARBUCKS LAUNCHED A NEW COFFEE CATEGORY, STARBUCKS® BLONDE ROAST, TO EXTEND THEIR ROAST SPECTRUM, WHICH ALSO INCLUDES MEDIUM AND DARK ROAST COFFEES. AND, WITH A NEW PACKAGING AND ORGANIZATION SYSTEM, CUSTOMERS CAN EASILY SHOP FOR THEIR FAVORITE STARBUCKS® COFFEE BY TASTE AND INTENSITY AT GROCERY AND STARBUCKS RETAIL STORES.

ANTHONY CARROLL, MANAGER, GREEN COFFEE QUALITY, STARBUCKS:

ANTHONY: WE RECENTLY INTRODUCED STARBUCKS® BLONDE ROAST TO MEET THE NEEDS OF 54 MILLION COFFEE DRINKERS IN THE U.S. WHO PREFER A LIGHTER-BODIED COFFEE WITH A MILD TASTE. STARBUCKS® BLONDE ROAST IS ALSO AVAILABLE AS BREWED COFFEE OPTION IN STARBUCKS RETAIL STORES.

VO: TO HELP COFFEE DRINKERS FIND THEIR FAVORITE COFFEE, STARBUCKS LAUNCHED THE “FIND THE ROAST YOU LOVE MOST” SWEEPSTAKES. THROUGH APRIL 30TH, ENTER TO WIN A TRIP FOR FOUR TO SEATTLE – STARBUCKS HOME TOWN – WHICH INCLUDES A TASTING AND TOUR WITH A STARBUCKS COFFEE MASTER. ONE THOUSAND STARBUCKS TASTING KITS WILL ALSO BE AWARDED. TO ENTER, VISIT **STARBUCKS DOT COM SLASH SWEEPS.**