



Since 1971, when we first opened our doors in Seattle's Pike Place Market, coffee has been our passion. We love traveling to origin countries in search of the world's finest *arabica* beans and building lasting relationships with the farmers who grow them. We love blending beans to create something new and intriguing, and roasting them to bring their inherent qualities to life. And we love sharing coffee.

With the Coffee Passport as your guide, we invite you to grab a cup and explore the world of coffee with us. We'll share more than 40 years of coffee experience and knowledge to inspire you and help you understand tasting and brewing basics, learn about our roasting philosophy and delve deeper into the origins of coffee.

Take time to smell and taste each coffee. Use the coffee stamps found in the back of this Passport to track your journey. Then write down your thoughts and impressions, ask questions, share stories, discover which coffees you love the most and, above all, savor the experience.

OUR STARBUCKS MISSION

To inspire and nurture the human spirit—one person, one cup and one neighborhood at a time.

OUR COFFEE

It has always been, and will always be, about quality. We're passionate about ethically sourcing the finest coffee beans, roasting them with great care, and improving the lives of people who grow them. We care deeply about all of this; our work is never done.

CONTENTS

04	COFFEE KNOWLEDGE
	THE FOUR STEPS OF COFFEE TASTING
	TASTING
	BREWING PERFECT COFFEE
	ROASTING
	BLENDING MASTERY
	GROWING
	PROCESSING
	-COFFEE BUYING
	BUILDING RELATIONSHIPS
16	OUR COFFEES AT A GLANCE
19	STARBUCKS* BLONDE ROAST
25	STARBUCKS* MEDIUM ROAST
41	STARBUCKS* DARK ROAST
57	STARBUCKS® SEASONAL FAVORIT
	EXPLORE COFFEE & FOOD PAIRINGS
79	STARBUCKS RESERVE®
87	FURTHER COFFEE EXPLORATIONS
90	-GLOSSARY

THE FOUR STEPS OF TASTING COFFEE

To develop your tasting skills, follow these steps.

When tasting more than one coffee, taste light-bodied coffees first and then full-bodied coffees.

o SMELL

Always smell a coffee before you taste it. Your mouth distinguishes only four tastes: salty, sweet, bitter and sour—but your nose can detect thousands of smells. Cup your hand over the coffee, hold the cup close to your nose and inhale.

OZ SLURP

When tasting a coffee, it's important to slurp it. This sprays the coffee across your entire palate and lets the subtle flavors and aromas reach all the tasting zones of your mouth.

13 LOCATE

Consider the coffee's weight and feel in your mouth.

Where are you experiencing the flavors? On your tongue?

DESCRIBE

Finally, think about how you would describe your coffeetasting experience. What words would you use to characterize the aroma, flavor and how the coffee feels in your mouth? What other food flavors or aromas can you compare the coffees to?

The key to tasting is to compare and contrast coffees. Tasting only one coffee at a time doesn't create any context. If you taste two or three coffees, you can distinguish your favorites by comparing aroma, acidity, body, flavor and growing regions.

TASTING

All our coffees can be differentiated, with practice, by identifying the four tasting characteristics for each one: aroma, acidity, body and flavor.

1

AROM*A*



The way a coffee smells. Sometimes subtle, aromas can be earthy, spicy, floral, nutty, etc., and are directly related to the coffee's flavor.

ACIDITY



The tanginess or tartness of a coffee, not the pH level, described as low, medium or high. Acidity is a lively, palate-cleansing characteristic you'll taste and feel on the sides and tip of your tongue, and sometimes the back of your jawbone, like when you taste citrus fruits. Coffees with high acidity are described as bright, tangy and crisp with a clean finish. Low-acidity coffees feel smooth in your mouth.



BODY



The weight of a coffee on your tongue, described as light, medium or full.
Like comparing nonfat milk with whole milk, light-bodied coffees feel light on the tongue and have a clean finish.
Full-bodied coffees feel heavier and have lingering flavors.

U4

FLAVOR



The way a coffee tastes. Sometimes obvious, sometimes subtle, flavors can vary greatly between coffees—from citrus to cocoa to berry, to name a few—and register in different parts of your mouth.

As you learn to taste and compare coffees, begin by focusing on one tasting characteristic. What stands out most—aroma, acidity, body or flavor? How are the flavors enhanced when you pair the coffee with food?

BREWING PERFECT COFFEE

Every cup we make in our stores (and at home) begins with one simple approach based on The Four Fundamentals of Brewing: proper proportion, accurate grind, quality water and fresh coffee.

The Four Fundamentals of Brewing

OF PROPORTION

The recipe for great coffee is 2 Tbsp (10 g) of ground coffee for every 6 fl oz (180 mL) of water.

Proportion, which is the ratio of coffee to water, allows the proper extraction of the coffee's full flavors, resulting in a rich, aromatic cup. Using too little coffee makes a bitter cup because too much water passes through the grounds pulling out undesirable components. Using too much coffee creates an underextracted cup with off flavors. To reduce the strength, simply add hot water after you brew.

02 GRIND

Proper grind is determined by the brewing method: coarse for a press; medium for flat-bottom drip; fine for cone and extra-fine for espresso.

The grind determines how long the coffee and water are in contact and how much flavor is extracted. Too fine a grind will produce bitter-tasting coffee.

Too coarse a grind will result in a watery taste.

Whole bean coffee stays fresh longer because there's less surface area exposed to oxygen, so it's best to grind coffee just before brewing.

na WATER

Brewing with filtered or bottled water is ideal.

Coffee is 98% water, so the water you use should taste clean and fresh. Don't use water that tastes like chlorine, or water that tastes or smells like iron or sulfur. Tap water is okay if it's cold, fresh and pure.

Full extraction of the coffee's flavor occurs when water temperature is between 195°F and 205°F (90°C and 96°C).

04 FRESHNESS

Store coffee in an opaque, airtight container at room temperature, and use within a week of opening.

Think of coffee as fresh produce and protect it from oxygen, light, heat and moisture. Never store coffee in a refrigerator or freezer. Moisture will condense onto the coffee each time the container is opened, affecting its flavor.

Coffee flavors are fragile, so never leave brewed coffee on a burner for more than 20 minutes. If kept in a thermal carafe, coffee will maintain its freshness for approximately 30 minutes. Never reheat coffee.

In addition to whole beans, our coffee comes in a variety of other formats to fit with the way you brew, including Starbucks VIA® Ready Brew, Verismo™ pods and Starbucks® K-Cup® packs. Proportion, grind and freshness have already been taken into account—you just add fresh water.

How to Brew in a Coffee Press

It's surprising how different brewing methods can enhance particular characteristics in your coffee. The coffee press retains the precious oils that paper filters absorb and extracts the coffee's full flavor while giving it a consistency that's thick and rich.



Start with coarsely ground coffee, using 2 Tbsp (10 g) for every 6 fl oz (180 mL) of water.



117

Add hot water just off the boil.



113

Steep for four minutes.



Π4

Press and pour.

Coffee brewed in a press is very close in strength and character to what we cup in our tasting room.

8-CUP PRESS

USE FIVE 2 TBSP SCOOPS / .12 LB / 54 G OF COFFEE

12-CUP PRESS

USE FIGHT 2 TRSP SCOOPS / .18 LB / 82 G OF COFFFE

ROASTING

The Starbucks Roast is not a time, temperature or color, it's a philosophy. We organize our coffees in three roast profiles—Starbucks® Blonde roast, Medium roast and Dark roast—to indicate flavor and help you find a coffee you like.



Starbucks* Blonde-roasted coffees have a shorter roast time, lighter body and mellow flavors

MEDIUM

Medium-roasted coffees are balanced with smooth and rich flavors.

DARK

Dark-roasted coffees feature a fuller body and robust, bold flavors.

Each coffee requires a unique roast profile to create a cup that's at its peak of aroma, acidity, body and flavor. Through a delicate balance of heat, time and artistry, our master roasters bring these unique characteristics to life.

BLENDING MASTERY

Inspired by season, taste and occasion, every blend we create is ours alone.

Our master coffee blenders, true sensory experts with deeply trained palates, bring their own experience, knowledge and ingenuity to each blend, combining coffees from different countries, regions and roasts to create an intriguing interplay of flavors and aromas not found in single-origin coffees.

"By the third sip I was hooked. I felt as though I had discovered a whole new continent."

— HOWARD SCHULTZ

GROWING

There are three primary coffee-growing regions, each with a distinct landscape, climate and flavor profile for the coffees grown there.

Starbucks travels the world to discover and purchase the very best beans with the defining flavor characteristics of their origins.

LATIN AMERICA

Crisp acidity with flavors of nuts, cocoa and soft spice.

AFRICA

Lush and juicy with flavors from floral and citrus to berry and spice.

ASIA / PACIFIC

Full-bodied and syrupy smooth with herbal, earthy flavors.

Most coffee grows along the equator between the Tropic of Cancer and the Tropic of Capricorn, where fertile soil abounds and lush vegetation flourishes.



PROCESSING

The method used to remove coffee beans from the surrounding cherry is called processing. How a coffee is processed contributes to its overall flavor.

WASHED Processing

EXAMPLES: GUATEMALA ANTIGUA KENYA This method increases the coffee's acidity, or tanginess, and gives it a clean finish.

SEMI-WASHED PROCESSING

This method highlights the coffee's herbal, earthy flavors and full body.

EXAMPLE: SUMATRA

NATURAL Processing

EXAMPLE: SUN-DRIED SIDAMO* This method imparts intense, sometimes berry, flavors to each bean.

COFFEE BUYING

We are committed to the ethical sourcing of our coffee to help create a better future for farmers and suppliers and to ensure a sustainable supply of the highest-quality *arabica* coffees.

The cornerstone of our ethical sourcing is C.A.F.E. (Coffee and Farmer Equity) Practices, which gives purchasing preference to coffee suppliers who grow, process and trade coffee in an environmentally, socially and economically responsible way. The program is built on a model of continuous improvement to increase yield and quality, and Starbucks encourages coffee cooperatives, farms and supply networks of all sizes and scales to participate.

There are two main species of coffee: arabica and robusta. Starbucks purchases only high-quality arabica beans cultivated at high altitudes. We do not buy robusta beans, which grow at lower elevations and have less-refined flavor characteristics.

BUILDING RELATIONSHIPS

In addition to our purchasing standards, Starbucks offers education and support to coffee producers through our Farmer Support Centers.

Our Farmer Support Centers allow Starbucks agronomists and quality experts to collaborate directly with coffee farmers and provide them with resources and expertise that encourage responsible growing practices and improve the quality and increase the yield of their harvests. Ultimately, these efforts can help farmers earn better prices and become more resilient, long-term producers.

Currently Starbucks has Farmer Support Centers in San José, Costa Rica; Kigali, Rwanda; Mbeya, Tanzania; Manizales, Colombia; and Yunnan, China.

OUR COFFEES AT A GLANCE

STARBUCKS WILLOW BLEND STARBUCKS VERANDA BLEND MELLOW & SOFT BREAKFAST BLEND BRIGHT & TANGY PIKE PLACE® ROAST SMOOTH & BALANCED KENYA JUICY & COMPLEX
VERANDA BLEND® MELLOW & SOFT BREAKFAST BLEND BRIGHT & TANGY PIKE PLACE® ROAST SMOOTH & BALANCED
PIKE PLACE® ROAST SMOOTH & BALANCED
KENYA JUICY & COMPLEX
● GUATEMALA ANTIGUA COCOA & SUBTLE SPICE
ETHIOPIA CITRUS & DARK COCOA
HOUSE BLEND RICH & LIVELY
ORGANIC YUKON BLEND® HEARTY & WELL-ROUNDED
SUMATRA
● KOMODO DRAGON BLEND® COMPLEX & HERBAL
● CAFFÈ VERONA® ROASTY SWEET & DARK COCOA
● GOLD COAST BLEND® STOUT & REFINED
ESPRESSO ROAST RICH & CARAMELLY
FAIRTRADE ROASTY & SWEET
● FRENCH ROAST INTENSE & SMOKY

GROWING REGION	DECAF	PAGE #
LATIN AMERICA, AFRICA	~	20
LATIN AMERICA		22
LATIN AMERICA		26
LATIN AMERICA	~	28
AFRICA		30
LATIN AMERICA		32
AFRICA		34
LATIN AMERICA		36
LATIN AMERICA, ASIA / PACIFIC		38
ASIA / PACIFIC	~	42
ASIA / PACIFIC		44
LATIN AMERICA, ASIA / PACIFIC		46
LATIN AMERICA, ASIA / PACIFIC		48
LATIN AMERICA, ASIA / PACIFIC	~	50
LATIN AMERICA, ASIA / PACIFIC		52
LATIN AMERICA, ASIA / PACIFIC		54
LATIN AMERICA, ASIA / TACITIC		0.4



Starbucks^{*} Blonde-roasted coffees have a shorter roast time, lighter body and mellow flavors.

20

22 CORE COFFEES

STARBUCKS WILLOW BLEND

Bright, complex and full-flavored with a clean finish.

ROAST

BLONDE LIGHT-BODIED & MELLOW

LEMON CAKE. LEMON BAR

O DRIP BREWER

O POUR-OVER O PRESS

O OTHER

А١				

CRISP & **CITRUS**

MULTI-REGION



BREWING METHOD

BODY LIGHT

ACIDITY HIGH

WASHED

Creating the perfect Blonde roast isn't just about roasting coffee beans lighter. It's about blending specific coffees to create a particular flavor profile and then finding the exact roast to release the beans' inherent flavors. This is a blend of Latin American and African coffees precisely roasted to highlight the acidity and offer a complex cup.

MEDIUM

DARK

I DISCOVERED THAT THIS COFFEE IS

VERANDA **BLEND**°

Subtle with delicate nuances of soft cocoa and lightly toasted nuts.

FLAVOR NOTES

MELLOW & SOFT

GROWING REGION

LATIN AMERICA



BODY LIGHT

ACIDITY MEDIUM

WASHED

ROAST

MEDIUM

DARK

LIGHT-BODIED & MFIIOW

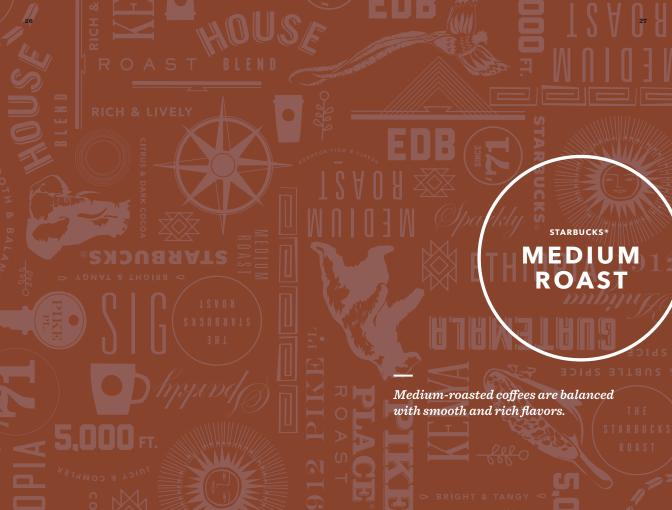
BLONDE

CHOCOLATE CHIP COOKIE. **PECAN ROLL**

BREWING METHOD

- O DRIP BREWER O POUR-OVER
- O PRESS
- O OTHER

Starbucks® Veranda Blend® is one of our first true lightroast coffees, perfected over 40 years of sourcing, roasting and blending the highest-quality coffees in the world. It's balanced and flavorful without being overly bold.



28 CORE COFFEES

STARBUCKS®

BREAKFAST

AVOR NOTES RIGHT &	ROAST	. ○	
ANGY OWING REGION ATIN AMERICA	BLONDE	MEDIUM BALANCED, SMOOTH & RICH	DARK
		RY MUFFIN, ROISSANT	
DY GHT	O DRIP B O POUR- O PRESS	REWER	
IDITY I GH	O OTHER		

Back in 1998 when we introduced Breakfast Blend, this was our lightest roast. It's perfect for those who like to wake up to a bright, tangy acidity.

30

PIKE PLACE ROAST

Well-rounded with subtle notes of cocoa and toasted nuts balancing the smooth mouthfeel.

FLAVOR NOTES

SMOOTH & BALANCED

GROWING REGION

LATIN AMERICA



BODY MEDIUM

ACIDITY MEDIUM

...__.

WASHED

KUASI			
			_
BLONDE	MEDIIIM	DARK	

BALANCED, SMOOTH & RICH

FOOD PAIRINGS
COFFEE CAKE,

CHOCOLATE CROISSANT

BREWING METHOD

- O DRIP BREWER
 O POUR-OVER
- O POUR-OVER
- O OTHER

Brewed fresh every day in our stores, this smooth roast nods to the rich heritage of our first store in Seattle's Pike Place Market. Delicious with cream and sugar.

SINGLE-ORIGIN

32

Unmistakable notes of grapefruit and black currant found in no other origin.

FLAVOR NOTES JUICY & COMPLEX

GROWING REGION **AFRICA**

BODY **FULL**

ACIDITY HIGH

WASHED

ROAST			
	$\overline{}$		_
BLONDE	MEDIUM BALANCED.	DARK	

SMOOTH & RICH

LEMON CAKE.

CITRUS FRUIT

BREWING METHOD

O DRIP BREWER O POUR-OVER

O PRESS O OTHER

Kenya's high altitudes, ideal climate and strong farming traditions have helped make premium Kenyan coffees prized the world over. As it did when we introduced it in 1971, this coffee continues to astound our expert tasters and customers alike with refined layers of flavor.

GUATEMALA ANTIGUA

SINGLE-ORIGIN

Elegant and refined with layers of unfolding flavor—notes of lemon, chocolate and

FLAVOR NOTES

COCOA & SUBTLE SPICE

GROWING REGION

LATIN AMERICA



BODY MEDIUM

ACIDITY

MEDIUM

WASHED

DAST		
BLONDE	MEDIUM BALANCED, SMOOTH & RICH	DARK
DLONDL	BALANCED,	DAK
HOCOLA	TE BROWNIE,	
HOCOLA HOCOLA	ATE BROWNIE, ATE CROISSAN	
HOCOLA HOCOLA REWING METH DRIP B	ATE BROWNIE, ATE CROISSAN HOD BREWER	
	ATE BROWNIE, ATE CROISSAN HOD BREWER	

Farmers in the Antigua region, where some of Guatemala's finest coffees are cultivated, take enormous pride in using the farming traditions they've passed on for generations. Harvest after harvest, our coffee experts love this coffee's consistency and taste in cup.

I DISCOVERED THAT THIS COFFEE IS

ETHIOPIA

SINGLE-ORIGIN

Soft and velvety with notes of dark chocolate, peppery spice and sweet citrus.

FLAVOR NOTES **CITRUS & DARK** COCOA

AFRICA

BODY MEDIUM

ACIDITY HIGH

WASHED

·····	
BLONDE MEDIUM BALANCED, SMOOTH & RICH	DARK
OD PAIRINGS	
HOCOLATE COOKIE,	

BREWING METHOD

O DRIP BREWER O POUR-OVER O PRESS

OTHER

In Ethiopia, the historic birthplace of coffee, many people celebrate coffee by sharing it in their homes with family and friends through daily coffee rituals.

38 CORE COFFEES

STARBUCKS®

HOUSE BLEND

Aroma, body and flavor all in balance—with tastes of nuts and cocoa brought out by the roast.

RICH &

GROWING REGION

LATIN AMERICA

0

7

MEDIUM

ACIDITY MEDIUM

WASHED

ROAST		
	• • •	
BLONDE	MEDIUM BALANCED, SMOOTH & RICH	DARK

MORNING BUN, BLUEBERRY SCONE

BREWING METHOD

O DRIP BREWER
O POUR-OVER

O PRESS O OTHER

Blended by our experts more than 40 years ago, this coffee set the course for every blend we've created since. And as it was back then, it's still one of our most popular coffees.

40

STARBUCKS® organic YUKON BLEND

Big and balanced, with a liveliness at the start and herbal depth in the finish.

FLAVOR NOTES **HEARTY &** WELL-ROUNDED

GROWING REGION MULTI-REGION

BODY **FULL**

ACIDITY MEDIUM

WASHED SEMI-WASHED

BLONDE DARK MEDIUM BALANCED, SMOOTH & RICH COFFEE CAKE. MORNING BUN

BREWING METHOD

O DRIP BREWER O POUR-OVER O PRESS

OTHER

This complex coffee is perfect for those who love House Blend and are looking to take a "next step" on their coffee journey.

			_



SUMATRA

SINGLE-ORIGIN

Full-bodied with a smooth mouthfeel and lingering herbal flavors.

FLAVOR NOTE		ROAST		.0
HERBAL	-	BLONDE	MEDIUM	DARK
GROWING RE				FULL-BODIED & BOLD
	0	FOOD PAIRINGS CHEESE, BREAKFAST	SANDWI	СН
BODY FULL		O DRIP BR	EWER	
ACIDITY LOW		O POUR-O O PRESS O OTHER	VER	
PROCESSING SEMI-WA	ASHED			
\longrightarrow	spice not	y, full body and c es are hallmarks -90% of which co	of great coffe	ee from

independent farms, often the farmer's backyard.

WHAT I LOVE ABOUT THIS COFFEE IS

WOW, THIS COFFEE IS

STARBUCKS®

KOMODO DRAGON BLEND

Earthy and layered with notes of fresh herbs and a lingering spice.

FLAVOR NOTE		ROAST	•	- 0
& HERBA GROWING RE ASIA / P.	GION	BLONDE	MEDIUM	DARK FULL-BODIED & BOLD
	0	FOOD PAIRINGS CHEESE DA BUTTER CF		
BODY FULL		O DRIP BI	REWER	
ACIDITY LOW		O PRESS O OTHER		
PROCESSING WASHED SEMI-WA				
\longrightarrow	Indonesi providing	d combines the an coffees, with s g the earthy spic ending a pleasar	semi-washed e notes and w	coffees vashed

CORE COFFEES

STARBUCKS® VERONA°

Well-balanced and rich with a dark cocoa texture.

FLAVOR NOTES

ROASTY SWEET & DARK COCOA

GROWING REGION

MULTI-REGION



BLONDE

CHOCOLATE CROISSANT, CHOCOLATE CHIP COOKIE

MEDIUM

DARK FULL-BODIED

& BOLD

BREWING METHOD

O DRIP BREWER O POUR-OVER

O PRESS OTHER

BODY

FULL

ACIDITY

LOW

WASHED SEMI-WASHED

> First blended for a Seattle restaurant to pair with its rich chocolate cake, this coffee was soon offered in our stores as 80/20 Blend-named for its recipe-where it became a customer favorite.

50

GOLD COAST BLEND®

Big, complex coffees roasted to create a refined, lingering, full-bodied blend.

FLAVO	RNO	TES
STO	UT	&

REFINED

GROWING REGION

MULTI-REGION



BODY FULL

ACIDITY

LOW

PROCESSING

WASHED SEMI-WASHED BLONDE MEDIUM DARK
FULL-BODIED & BOLD

CHEESE DANISH, COFFEE CAKE

BREWING METHOD

- O DRIP BREWER
 O POUR-OVER
- O PRESS O OTHER

We created this big, bold blend in 1987 to celebrate our store openings in Chicago, and to stand up to the Windy City's chilly winters.

ESPRESSO ROAST

Intense, caramelly sweet and perfect with steamed milk. Delicious as brewed coffee too.

FLAVOR NOTES RICH &

CARAMELLY

GROWING REGION **MULTI-REGION**

BODY **FULL**

ACIDITY MEDIUM

WASHED SEMI-WASHED BLONDE MEDIUM DARK FULL-BODIED & BOLD

CHOCOLATE BROWNIE. **CHOCOLATE CROISSANT**

BREWING METHOD

- O DRIP BREWER O POUR-OVER
- O PRESS
- O OTHER
- O ESPRESSO

First blended and roasted in 1975, this coffee is at the heart of our handcrafted latte, making every espresso beverage we create in our stores so rich and delicious.

WOW, THIS COFFEE IS

STARBUCKS® FAIRTRADE CERTIFIED ITALIAN ROAST

BLONDE	MEDIUM	DARK FULL-BODIED & BOLD
	•	
O DRIP BE	REWER	
	FOOD PAIRINGS CARAMELS COFFEE CA BREWING METHO O DRIP BE O POUR-C O PRESS	FOOD PAIRINGS CARAMELS, COFFEE CAKE BREWING METHOD O DRIP BREWER O POUR-OVER O PRESS

Our quintessential dark roast is terrific drip-brewed and downright decadent served with your favorite desserts especially those made with caramelized sugar.

French Roast

Smoky and singular, the pure, explosive flavor of our darkest roast.

SMOKY
GROWING REGION
MULTI-REGION

FLAVOR NOTES INTENSE &

MOLI	I-KEG	ION
	-	155
0	15	Õ.
		100

BODY	
LIGHT	Γ

ACIDITY LOW

)	R	0	C	Е	S	S	I٨	١G	
				_	٠,		÷		

You can't roast it any darker than this—a blend of dense, high-grown premium beans that can withstand the heat. It takes a master roaster who knows just when the beans have reached perfection. That if he pushes them a second too long, they'll burst into flames.

OAST		. 0
BLONDE	MEDIUM	DARK FULL-BODIED & BOLD

DD PAIRINGS	
ORNING BUN,	
JEECE DANIEL	

BREWING METHOD

O DRIP BREWER O POUR-OVER

O PRESS OTHER



SEASONAL FAVORITES

EXPLORE COFFEE & FOOD PAIRINGS

Our Seasonal Favorites, coffees we bring back every year for a limited time, are blended and roasted specially to be paired with seasonal foods. When enjoyed together, the coffee's inherent flavors become pleasingly pronounced and distinct.

- First taste the coffee by itself to give yourself a basis for comparison.
- Then taste the food pairing and follow it with another sip of coffee.

You should notice a delightful difference in the way the coffee and the food taste.

COMPLEMENTARY FLAVORS

STARBUCKS® GUATEMALA CASI CIELO®

Chocolate, nuts, caramel, berry, lemon, herbs, cheeses

STARBUCKS TRIBUTE BLEND®

Berries, spices, chocolate

KATI KATI BLEND™

Lemon, orange, strawberry

STARBUCKS® ANNIVERSARY BLEND

Maple, oats, cinnamon, butter

STARBUCKS® THANKSGIVING BLEND

Savory herbs, sweet spices, cocoa

STARBUCKS® CHRISTMAS BLEND DECAF CHRISTMAS BLEND STARBUCKS® CHRISTMAS BLEND ESPRESSO ROAST

Ginger, orange, pumpkin, cinnamon, nutmeg, cloves

STARBUCKS® HOLIDAY BLEND

Fresh herbs, cinnamon, maple

STARBUCKS® HOLIDAY BLONDE ROAST

Nutmeg, allspice, ginger, pear, apple

GUATEMALA CASI CIELO°

Floral with lemony acidity and hints of dark cocoa.

FLAVOR NOTES

LEMON & DARK COCOA NOTES

GROWING REGION

LATIN AMERICA

0

MEDIUM

MEDIUM

WASHED

ROAST			
	 0		
BLONDE	MEDIUM BALANCED, SMOOTH & RICH	DARK	

MORNING BUN,

COFFEE CAKE

BREWING METHOD

O DRIP BREWER
O POUR-OVER
O PRESS

OTHER

This versatile coffee, a blend of the finest beans from Guatemala's renowned Antigua region, tastes great brewed in a coffee press or as a shot of espresso. It's also delicious with a variety of desserts, ranging from apples to caramel to chocolate to cheese.

TRIBUTE

BLEND®

Full-bodied with dark cherry and cedary spice notes.

LA			

SPICY & CHERRY

GROWING REGION

MULTI-REGION



BODY FULL

ACIDITY

MEDIUM

PROCESSING

WASHED SEMI-WASHED NATURAL

ROAST		
BLONDE	MEDIUM	DARK FULL-BODIED & BOLD

BERRY TART, CHOCOLATE CAKE

BREWING METHOD

- O DRIP BREWER
 O POUR-OVER
- O PRESS O OTHER

A customer favorite introduced in 2011, this blend was created to celebrate our 40th anniversary, and combines four amazing coffees from all three growing regions (Latin America, Africa and Asia / Pacific). It's a complex and big cup of coffee.

KATI KATI **BLEND**[™]

Medium-bodied with citrus and spice notes and a floral aroma.

FLAVOR NOTES CITRUS & **SPICE NOTES**

GROWING REGION **AFRICA**

BODY MEDIUM

ACIDITY HIGH

WASHED

BLONDE DARK MEDIUM BALANCED, SMOOTH & RICH LEMON BAR. LEMON POUND CAKE BREWING METHOD O DRIP BREWER O POUR-OVER O PRESS OTHER

Since 1971 Starbucks has been buying coffees from East Africa, which offer exotic and unique flavors of citrus, spice and berries. They're delicious hot but are also really great served over ice.

MORE GREAT THINGS ABOUT THIS COFFEE ARE

ANNIVERSARY BLEND

Complex, hearty and full-bodied with distinctive cedary spice notes.

ROAST	•	•∩
BLONDE	MEDIUM	DARK
		FULL-BODIED & BOLD
O DRIP BE	REWER	
O PRESS O OTHER		
	FOOD PAIRINGS BUTTER CR MADELEIN BREWING METHO O DRIP BO	FOOD PAIRINGS BUTTER CROISSANT, MADELEINES BREWING METHOD O DRIP BREWER O POUR-OVER O PRESS

WHAT I LOVE ABOUT THIS COFFEE IS

THANKSGIVING BLEND

Full-bodied with notes of subtle spice, cocoa and fine herbs.

FLAVOR NOTES

EARTHY & HERBAL, HINTS OF LEMON

GROWING REGION

MULTI-REGION



FULL

ACIDITY

MEDIUM

PROCESSING

WASHED SEMI-WASHED

	ROAST				
k					
HINTS N	BLONDE	MEDIUM	DARK FULL-BODIED & BOLD		
GION	FOOD PAIRINGS HERB STUFFING, PUMPKIN PIE, CHOCOLATE BUNDT CAKE				
0	O DRIP BR O POUR-O O PRESS	EWER			
	O OTHER				
SHED					
our coffee to pair wit	experts and a r	enowned ch a of savory a	olend was created by ef and restaurateur and sweet foods and family.		

WHAT I LOVE ABOUT THIS COFFEE IS

CHRISTMAS BLEND

Sweet and spicy with a mellow smoothness and a lingering finish.

FLAVOR NOTES SPICE & **SWEETNESS** BLONDE MEDIUM DARK FULL-BODIED & BOLD **MULTI-REGION** GINGERBREAD. **COFFEE CAKE** BREWING METHOD BODY O DRIP BREWER **FULL** O POUR-OVER O PRESS ACIDITY OTHER MEDIUM WASHED SEMI-WASHED The aged coffee gives our Christmas Blend intriguing

The aged coffee gives our Christmas Blend intriguing layers of spiciness that pair deliciously with your favorite seasonal treats. It has become a treasured holiday tradition since it first debuted in 1984.

STARBUCKS®

CHRISTMAS BLEND ESPRESSO ROAST

BLONDE

GINGERBREAD,
MORNING BUN

BREWING METHOD

O DRIP BREWER

O POUR-OVER

O PRESS

MEDIUM

Lively with cedary notes and an herbal spiciness.

FLAVOR NOTES

COMPLEX & CARAMELLY SWEET

GROWING REGION

MULTI-REGION



BODY FULL

ACIDITY

LOW

PROCESSING

WASHED SEMI-WASHED

With its dense, spicy and caramelly sweet flavor, this coffee embodies the spirit and complexity of Christmas Blend. It's roasted to create a more intense flavor experience using all brewing methods, but customized for espresso.

o_	
DARK FULL-BODIED & BOLD	
flavor,	

STARBUCKS* HOLIDAY **BLEND**

A balanced blend of coffees from Latin America and Indonesia with layers of herbal and sweet maple notes.

FLAVOR NOTES HERBAL & MAPLE

GROWING REGION

MULTI-REGION



BODY MEDIUM

ACIDITY MEDIUM

WASHED SEMI-WASHED ROAST BLONDE DARK MEDIUM BALANCED, SMOOTH & RICH

CHEESE OMELET.

CINNAMON ROLL

BREWING METHOD

O DRIP BREWER O POUR-OVER

O PRESS OTHER

Crafted with a new blend of vibrant and smooth coffees, this reimagined holiday blend is complex yet approachable, elegant yet versatile, hearty yet smooth.

I DISCOVERED THAT THIS COFFEE IS

STARBUCKS*

HOLIDAY BLONDE ROAST

SOFT SPICES	ROAST	
& SWEETNESS	BLONDE MEDIUM	DARK
GROWING REGION	LIGHT-BODIED & MELLOW	
0	FOOD PAIRINGS BLUEBERRY SCONE, ALMOND COOKIE	
SODY MEDIUM	O DRIP BREWER O POUR-OVER	
CIDITY MEDIUM	O PRESS O OTHER	
ROCESSING WASHED		

shorter roast time that brings out all the unique aromas and flavors.

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Of the thousands of coffees we encounter around the world, only a precious few are deemed exotic, rare and exquisite enough to become Starbucks Reserve® coffees. We love them Clover Brewed, our preferred method for these special beans.

STARBUCKS RESERVE®	<u>*</u> R∘	STARBUCKS RESERVE®	* R
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STARBUCKS RESERVE®	<u>*</u> R ∘	STARBUCKS RESERVE®	* R
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COFFEE NAME		COFFEE NAME
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NOTES		

GLOSSARY		GLOSSARY	
ACIDITY	The lively, palate-cleansing property characteristic of washed coffees grown at a high altitude.	CARAMELLY	A subtle sweetness, particularly in blends given a deep, dark roast.
	· ·	CITRUS	An unmistakable lemon or grapefruit
AGED COFFEE	Certain coffees from the Asia / Pacific region benefit from prolonged storage prior to		flavor note.
	roasting. After aging for three to five years,	CLEAN	Coffees that leave little aftertaste.
	these coffees develop a unique cedary spice		
	flavor and are used in select Starbucks blends,	COCOA	A texture and flavor reminiscent of
	including Starbucks [®] Christmas Blend.		unsweetened cocoa powder. It leaves a somewhat dry but very pleasant aftertaste
ARABICA	One of the two major commercially		in the mouth.
AKADICA	significant species of coffee. The only		die medan
	one purchased by Starbucks.	COMPLEX	A coffee with an array of flavors.
AROMA	The term used to describe the scent	CRISP	A clean coffee with bright acidity.
	of the coffee.	DARK ROAST	Dark-roasted coffees feature a fuller body
BALANCED	A coffee that features a pleasant mix of flavor,	DAKK KOASI	and robust, bold flavors.
	acidity and body. No single characteristic dominates the cup.	EARTHY	Most often used to describe a flavor found
	dominates the cap.		in Indonesian coffees. Earthy flavors remind
BERRY	A flavor and aroma reminiscent of		people of fresh mushrooms. Sumatra is
	blackberries or blueberries. Some of the		one of these coffees and is Starbucks most
	best coffees of East Africa have these characteristics.		popular single-origin offering.
	characteristics.	ELEGANT	Coffees that have a luxurious mouthfeel
BITTER	The basic taste sensation perceived primarily		and intriguing flavors.
	at the back of the tongue.		
BODY	The feeling of weight or thickness of the	ESTATE	A medium- to large-scale farm that usually has its own processing facility.
ВОВТ	coffee on your tongue.		rias its own processing facility.
		EXOTIC	Unusual aromas and flavor notes, such as
BRIGHT	An assertive flavor with a tangy acidity		floral, berry-like or spicy.
	perceived at the front of the mouth; denotes	FLAVOR	How a coffee tastes or the overall impression
	high quality and a high-altitude coffee farm.	FLAVOR	a coffee leaves in your mouth.
BUTTERY	A smooth, rich flavor and texture found		•
	in some Indonesian coffees.	FLORAL	A fresh, sweet aroma that is fleeting and

GLOSSARY	
FRUITY	Coffees that have a berry or tropical fruit-like flavor or aroma are referred to as being fruity Kenya, Ethiopia Harrar* and Ethiopia Sidamorare a few examples.
FULL-BODIED	A heavier texture. The weightier the coffee on the tongue, the more body it has.
HERBAL	The taste or aroma reminiscent of pungent herbs, like basil, oregano and other fine cooking herbs.
INTENSE	A singular, potent attribute, such as the earthiness of Sumatra or the smokiness of French Roast.
JUICY	The mouthfeel or sensation that causes you to salivate.
LIGHT-BODIED	Less weight on the tongue. A fleeting aftertaste.
MEDIUM-BODIED	A smooth, even texture, neither fleeting nor overwhelming.
MEDIUM ROAST	Medium-roasted coffees are balanced with smooth and rich flavors.
MILD	A coffee with approachable flavor characteristics.
MOUTHFEEL	The sensation or weight you feel inside your mouth when tasting coffee.
NUTTY	An enjoyable flavor reminiscent of walnuts, almonds, hazelnuts or other nuts.
ROBUSTA	One of the two major commercially significant species of coffee. Grown at lower altitudes than <i>arabicas</i> . The flavor is less

refined, and caffeine content is higher.

GLUSSART	
SMOKY	The darker the roast, the smokier the aroma and flavor.
sмоотн	A round, well-balanced coffee that leaves a pleasant mouthfeel.
SOFT	Coffees that are mild-flavored with low acidity.
SPICY	The aroma or flavor of a spice, from sweet to savory.
SPARKLING	This term describes a coffee with a bright acidity that dances on your tongue before it quickly dissipates.
STALE	Coffee that is exposed to oxygen for extended periods of time loses acidity and becomes flat and cardboard tasting. This is the taste of staleness.
STARBUCKS® BLONDE ROAST	Blonde-roasted coffees have a shorter roast time, lighter body and mellow flavors.
SWEET	A positive coffee description that is associated with a pleasant flavor and mouthfeel.
SYRUPY	A thick coffee with a lot of body that leaves a lingering aftertaste.
TANGY	A lingering acidity is often described as tangy.
UMAMI oo-MA-mee	Usually defined as a meaty, savory, satisfying taste. The savory taste of foods and the full, tongue-coating sensation they provide.
WILD	Exotic flavors with extreme characteristics.
WINEY	A taste similar to that of red wine or having a fruit quality.

Coffee has long mesmerized the world. More than a thousand years ago in Ethiopia, the birthplace of coffee, legend has it the beans' virtues were discovered by a herdsman whose goats became unusually energetic after eating the cherries from a wild bush. In coffeehouses in 18th-century Europe, art and politics were debated over warm, sweet cups of coffee. Today every sip connects farmers, roasters, quality experts, baristas and customers who share in the history and legacy of a passionate commitment to coffee.

We hope we've inspired you and piqued your interest, and that you'll continue to taste, share and explore the world of coffee.

Continue your coffee journey at starbucks.com/coffeepassport

Share your coffee experience with us on Twitter and Instagram using #coffeejourney.

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