

The cover features a large, double-lined circular border in a gold color. Inside the circle, the text is centered. At the top is the Starbucks logo, followed by the word 'COFFEE' in a large, bold, sans-serif font, and 'PASSPORT' in an even larger, bold, sans-serif font. Below this is a short horizontal line, and at the bottom of the circle is the subtitle 'and tasting guide' in a smaller, italicized, sans-serif font.

STARBUCKS®
COFFEE
PASSPORT

—
and tasting guide

NAME



SINCE '71

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.

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THE FOUR STEPS OF TASTING COFFEE

To develop your tasting skills, follow these steps.

01 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.

02 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.

03 LOCATE

Consider the coffee's weight and feel in your mouth. Where are you experiencing the flavors? On your tongue?

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

04 DESCRIBE

Finally, think about how you would describe your coffee-tasting 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.

01

AROMA



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

02

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.

03

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.

04

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

01 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.

03 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.



01

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



02

Add hot water just off the boil.



03

Steep for four minutes.



04

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 EIGHT 2 TBSP SCOOPS / .18 LB / 82 G OF COFFEE

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.

BLONDE

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

EXAMPLE:
SUMATRA

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

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

ROAST	COFFEE	FLAVOR NOTES
●	STARBUCKS WILLOW BLEND®	CRISP & CITRUS
●	STARBUCKS® VERANDA BLEND®	MELLOW & SOFT
●	BREAKFAST BLEND	BRIGHT & TANGY
●	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	EARTHY & HERBAL
●	KOMODO DRAGON BLEND®	COMPLEX & HERBAL
●	CAFFÈ VERONA®	ROASTY SWEET & DARK COCOA
●	GOLD COAST BLEND®	STOUT & REFINED
●	ESPRESSO ROAST	RICH & CARAMELLY
●	FAIRTRADE ITALIAN ROAST	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

LIGHTEST

DARKEST



STARBUCKS®

BLONDE ROAST

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

STARBUCKS®

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

PROCESSING

WASHED

ROAST



BLONDE
LIGHT-BODIED
& MELLOW

MEDIUM

DARK

FOOD PAIRINGS

**CHOCOLATE CHIP COOKIE,
PECAN ROLL**

BREWING METHOD

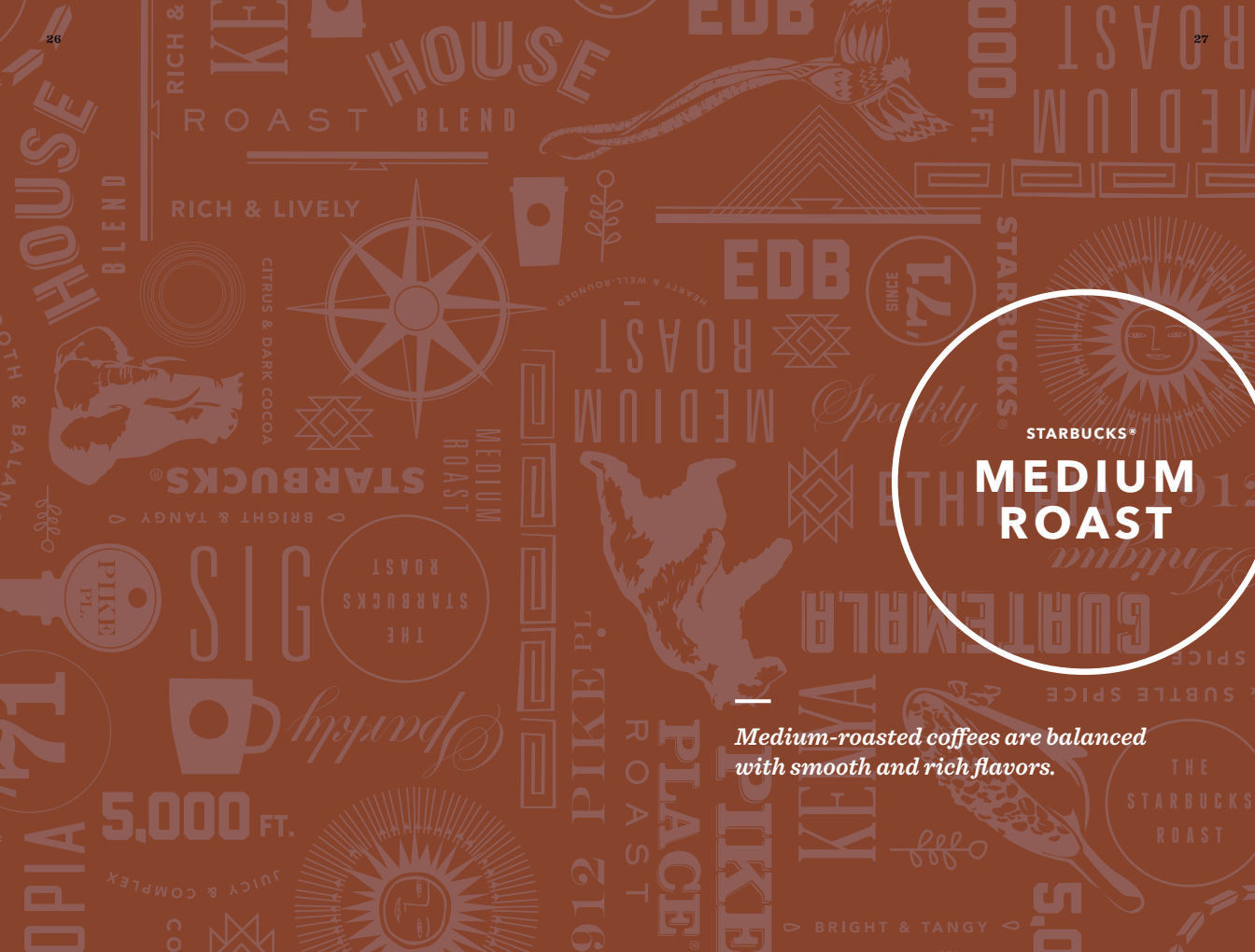
- DRIP BREWER
- POUR-OVER
- PRESS
- OTHER

WHAT I LOVE ABOUT THIS COFFEE IS

This coffee is called Starbucks True North Blend™ in Canada.



Starbucks® Veranda Blend® is one of our first true light-roast 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.



STARBUCKS®

MEDIUM ROAST

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

KENYA

SINGLE-ORIGIN

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

FLAVOR NOTES

**JUICY &
COMPLEX**

GROWING REGION

AFRICA



BODY

FULL

ACIDITY

HIGH

PROCESSING

WASHED

ROAST



FOOD PAIRINGS

**LEMON CAKE,
CITRUS FRUIT**

BREWING METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- OTHER

WHAT I LOVE ABOUT THIS COFFEE IS



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.

ETHIOPIA

SINGLE-ORIGIN

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

FLAVOR NOTES

CITRUS & DARK COCOA

GROWING REGION

AFRICA



BODY

MEDIUM

ACIDITY

HIGH

PROCESSING

WASHED

ROAST



FOOD PAIRINGS

**CHOCOLATE COOKIE,
CHOCOLATE CROISSANT**

BREWING METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- OTHER

WOW, THIS COFFEE IS



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.

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

PROCESSING

**WASHED
 SEMI-WASHED**

ROAST



FOOD PAIRINGS

**COFFEE CAKE,
 MORNING BUN**

BREWING METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- OTHER

WHAT I LOVE ABOUT THIS COFFEE IS



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



STARBUCKS

DARK ROAST

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

SUMATRA

SINGLE-ORIGIN

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

FLAVOR NOTES

**EARTHY &
HERBAL**

GROWING REGION

ASIA / PACIFIC



BODY

FULL

ACIDITY

LOW

PROCESSING

SEMI-WASHED

ROAST



FOOD PAIRINGS

**CHEESE,
BREAKFAST SANDWICH**

BREWING METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- OTHER

WHAT I LOVE ABOUT THIS COFFEE IS



The heavy, full body and concentrated herbal spice notes are hallmarks of great coffee from Sumatra—90% of which comes from small independent farms, often the farmer's backyard.

STARBUCKS®

ESPRESSO ROAST

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

FLAVOR NOTES

RICH & CAMELLELY

GROWING REGION

MULTI-REGION



BODY

FULL

ACIDITY

MEDIUM

PROCESSING

**WASHED
SEMI-WASHED**

ROAST



FOOD PAIRINGS

**CHOCOLATE BROWNIE,
CHOCOLATE CROISSANT**

BREWING METHOD

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

WHAT I LOVE ABOUT THIS COFFEE IS



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.

STARBUCKS®

French Roast

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

FLAVOR NOTES

**INTENSE &
SMOKY**

GROWING REGION

MULTI-REGION



BODY

LIGHT

ACIDITY

LOW

PROCESSING

WASHED

ROAST



FOOD PAIRINGS

**MORNING BUN,
CHEESE DANISH**

BREWING METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- OTHER

MORE GREAT THINGS ABOUT THIS COFFEE ARE

→ 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.

STARBUCKS®

SEASONAL FAVORITES

*Available for a limited time every year,
our Seasonal Favorites are expertly
blended and roasted to create a unique
taste for the season.*

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.

01

First taste the coffee by itself to give yourself a basis for comparison.

02

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

STARBUCKS
RESERVE[®]

★
—
R[®]

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®

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NOTES

STARBUCKS RESERVE®

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**FURTHER
COFFEE
EXPLORATIONS**

COFFEE NAME

NOTES

COFFEE NAME

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COFFEE NAME

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COFFEE NAME

NOTES

GLOSSARY

ACIDITY	The lively, palate-cleansing property characteristic of washed coffees grown at a high altitude.
AGED COFFEE	Certain coffees from the Asia / Pacific region benefit from prolonged storage prior to roasting. After aging for three to five years, these coffees develop a unique cedary spice flavor and are used in select Starbucks blends, including Starbucks® Christmas Blend.
ARABICA	One of the two major commercially significant species of coffee. The only one purchased by Starbucks.
AROMA	The term used to describe the scent of the coffee.
BALANCED	A coffee that features a pleasant mix of flavor, acidity and body. No single characteristic dominates the cup.
BERRY	A flavor and aroma reminiscent of blackberries or blueberries. Some of the best coffees of East Africa have these characteristics.
BITTER	The basic taste sensation perceived primarily at the back of the tongue.
BODY	The feeling of weight or thickness of the coffee on your tongue.
BRIGHT	An assertive flavor with a tangy acidity perceived at the front of the mouth; denotes high quality and a high-altitude coffee farm.
BUTTERY	A smooth, rich flavor and texture found in some Indonesian coffees.

GLOSSARY

CAREMELLY	A subtle sweetness, particularly in blends given a deep, dark roast.
CITRUS	An unmistakable lemon or grapefruit flavor note.
CLEAN	Coffees that leave little aftertaste.
COCOA	A texture and flavor reminiscent of unsweetened cocoa powder. It leaves a somewhat dry but very pleasant aftertaste in the mouth.
COMPLEX	A coffee with an array of flavors.
CRISP	A clean coffee with bright acidity.
DARK ROAST	Dark-roasted coffees feature a fuller body and robust, bold flavors.
EARTHY	Most often used to describe a flavor found in Indonesian coffees. Earthy flavors remind people of fresh mushrooms. Sumatra is one of these coffees and is Starbucks most popular single-origin offering.
ELEGANT	Coffees that have a luxurious mouthfeel and intriguing flavors.
ESTATE	A medium- to large-scale farm that usually has its own processing facility.
EXOTIC	Unusual aromas and flavor notes, such as floral, berry-like or spicy.
FLAVOR	How a coffee tastes or the overall impression a coffee leaves in your mouth.
FLORAL	A fresh, sweet aroma that is fleeting and delicate, but unmistakable.

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 Sidamo [®] are 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.

GLOSSARY

SMOKY	The darker the roast, the smokier the aroma and flavor.
SMOOTH	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 <i>oo-MA-mee</i>	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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TM

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