



Holiday Promotion

Operator/Location Guide

Promotion Dates:
November 2nd - January 7th

This letter contains the tools you need to successfully launch your Holiday Promotion

The Holidays have officially arrived at the We Proudly Serve Starbucks™ locations. The flavors of the season are here again and remind customers the delighted memories of the holidays. Today's festivities begin with our popular Holiday Espresso LTOs, including Toasted White Chocolate Mocha, now available for General Foodservice accounts.

Featured Espresso Beverages

Recipes for all beverages available in hot, iced and blended

Toasted White Chocolate Mocha

Our rich espresso, steamed milk and flavors of caramelized white chocolate are topped with whipped cream and candied cranberry sugar. And like the holidays, this drink is here, then gone.



*SRP: \$4.95-\$5.45

Toasted White Chocolate Mocha		
Starbucks® Toasted White Chocolate Mocha, 4/cs	11081715	154/cs
Starbucks® Toasted White Chocolate Mocha Topping, 4/cs	11096028	450/cs
Starbucks® Espresso Roast 5lb, 4/cs	7360	648/cs

Chestnut Praline Latte

Espresso, steamed milk and flavors of caramelized chestnuts and spices. Topped with whipped cream and spiced praline crumbs.



*SRP: \$4.95-\$5.45

Chestnut Praline Latte		
Starbucks® Chestnut Praline Syrup, 6/cs	11057899	204/cs
Starbucks® Chestnut Praline Topping, 4/cs	11053545	320/cs
Starbucks® Espresso Roast 5lb, 4/cs	7360	648/cs

Caramel Brulée Latte

Espresso, steamed milk and rich Caramel Brulée Sauce, topped with whipped cream and Caramel Brulée Topping.



*SRP: \$4.95-\$5.45

Caramel Brulée Latte		
Starbucks® Caramel Brulée Sauce, 4/cs	11094742	120/cs
Starbucks® Caramel Brulée Topping, 4/cs	11053547	428/cs
Starbucks® Espresso Roast 5lb, 4/cs	7360	648/cs

Peppermint Mocha

A holiday classic made with our signature espresso, steamed milk, sweet mocha sauce and peppermint-flavored syrup. It's all topped off with whipped cream and dark chocolate curls.



*SRP: \$4.95-\$5.45

Peppermint Mocha		
Fontana® Peppermint Syrup, 4/cs	492638	135/cs
Fontana® Bittersweet Chocolate Sauce, 4/cs	998019	126/cs
Starbucks® Espresso Roast 5lb, 4/cs	7360	624/cs
Starbucks® Dark Chocolate Curls, 4/cs	11009033	348/cs

*SRP and Beverage Yield based on Grande (16oz) drink

Featured Brewed Coffee



Starbucks® Holiday Blend Coffee

Smooth and balanced with layers of herbal and sweet maple notes. Pair well with Maple, herbs and cheese.

***SRP: \$2.25-\$2.45**

Pairs great with Fontana® Peppermint Syrup

Brewed Coffee	SKU	Bev. Yield
Starbucks® Holiday Blend 5 oz., 32/cs	11030840	201/cs
Starbucks® Holiday Blend 9 oz., 28/cs	11030841	336/cs
Starbucks® Holiday Blend Decal	11097389	NA
Fontana® Peppermint Syrup	492638	270/cs

Promo Checklist

- ☐ Ensure your promotional marketing has arrived. At the end of day Thursday, November 1st, take down your fall marketing and put up your holiday materials.
- ☐ Post Promo at Glance in the back room. Ensure all team members read and sign off.
- ☐ Utilize your Special Offer Counter Card to help drive sales
- ☐ Visit solutions.starbucks.com for reorders, key information, and training.

Product Autoshipment	SKU	Qty	Marketing Autoshipment	Qty
Starbucks® Toasted White Chocolate Mocha	11081715	1 case	Holiday Espresso LTO Poster	1
Starbucks® Toasted White Chocolate Mocha Topping	11096028	1 case	Holiday Espresso LTO Counter Card	1
Starbucks® Caramel Brulée Sauce	11094742	1 case	Holiday Espresso LTO Offer Counter Card	1
Starbucks® Caramel Brulée Topping	11053547	1 case	Holiday Blend Poster**	1
Fontana® Peppermint Syrup*	492638	1 case	Holiday Blend Counter Card**	1
Starbucks® Dark Chocolate Curls	11009033	1 case	Holiday Espresso Operator Letter	1
Starbucks® Holiday Blend Coffee (5oz or 9oz)**	11030840 or 1103841	2 cases	Holiday Espresso Promo at a Glance	1
Starbucks® Holiday Blend Decal	11097389	2 each	Holiday Consolidated Recipe Card – Frappuccino® Blended Beverages ***	1
			Holiday Consolidated Recipe Card – Espresso	1

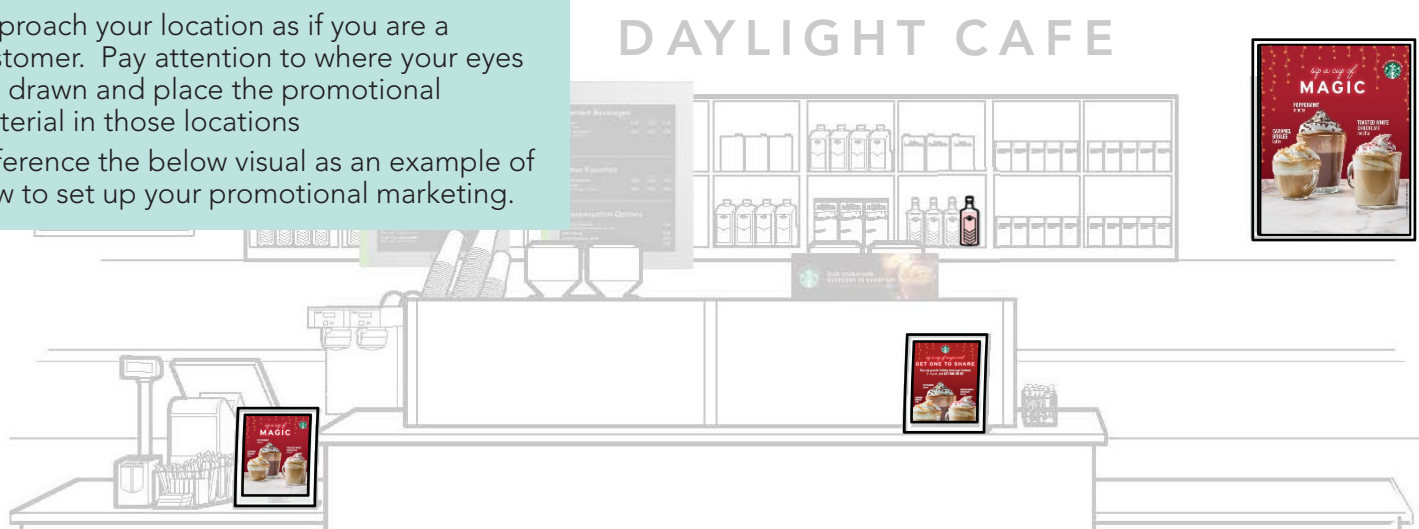
*Only accounts that have not ordered Fontana® Peppermint Syrup in the past 3 months will receive 1-case of product.

**Espresso accounts will receive 2 cases of Starbucks Holiday Blend and Holiday Blend Marketing Materials. Coffee pack size will be determined based on brewed coffee order history.

***Espresso accounts that are approved to serve Frappuccino Blended Beverage will receive Frappuccino Recipe Card for Holiday beverages.

Marketing Placement

- Approach your location as if you are a customer. Pay attention to where your eyes are drawn and place the promotional material in those locations
- Reference the below visual as an example of how to set up your promotional marketing.



Visit solutions.starbucks.com for orders, training, and additional information.

Questions: Contact your Starbucks representative