

HIDDEN HEALTH RISKS IN STARBUCKS BEVERAGES

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DATA STORYTELLING PROJECT



Café

WHAT QUESTIONS ARE WE ASKING?

- Which drink categories contain the most sugar and calories?
- How do drink sizes affect nutrition content?
- Are there hidden nutritional “surprises” in seemingly healthy drinks?
- What patterns emerge when comparing drink types?
- Can we identify which drinks to avoid if watching sugar intake?

Exploration Method: I analyzed Starbucks drinks across 9 beverage categories assessing calories, sugar content (gm) and caffeine levels

WHAT I FOUND BY THE NUMBERS

193

Average Calories
per Drink

33g

Average Sugar
That's about
8 tsp!

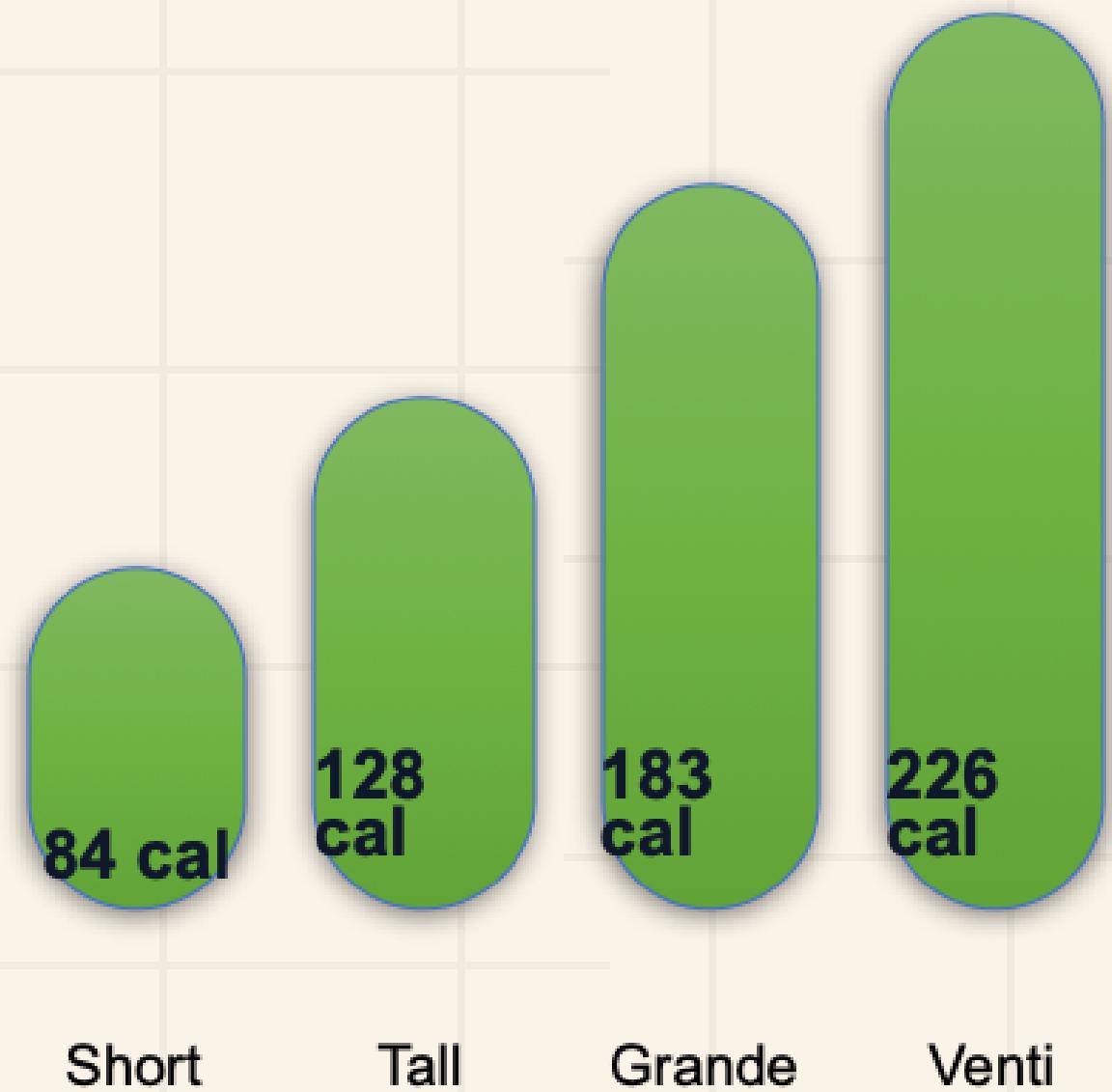
510

Max Calories
White Chocolate
Mocha

84g

Java Chip
Frappuccino

INSIGHT #1: SIZE MATTERS {A LOT!}



Finding: Moving from Short to Venti nearly triples the calorie content. A venti has nearly 170% more calories than a Short

INSIGHT #2: SOME CATEGORIES ARE SUGAR BOMBS

Beverage Category	Average Sugar (g)	Comparison
Frappuccino® Blended Coffee	57g	14 teaspoons !
Frappuccino® Blended Crème	49g	12 teaspoons !
Signature Espresso Drinks	39g	9 teaspoons !
Classic Espresso Drinks	17g	4 teaspoons ✓
Coffee	0g	No sugar ✓

*Daily recommended sugar for adults is 25-36 grams.
A single venti Frappucino can exceed your daily limit

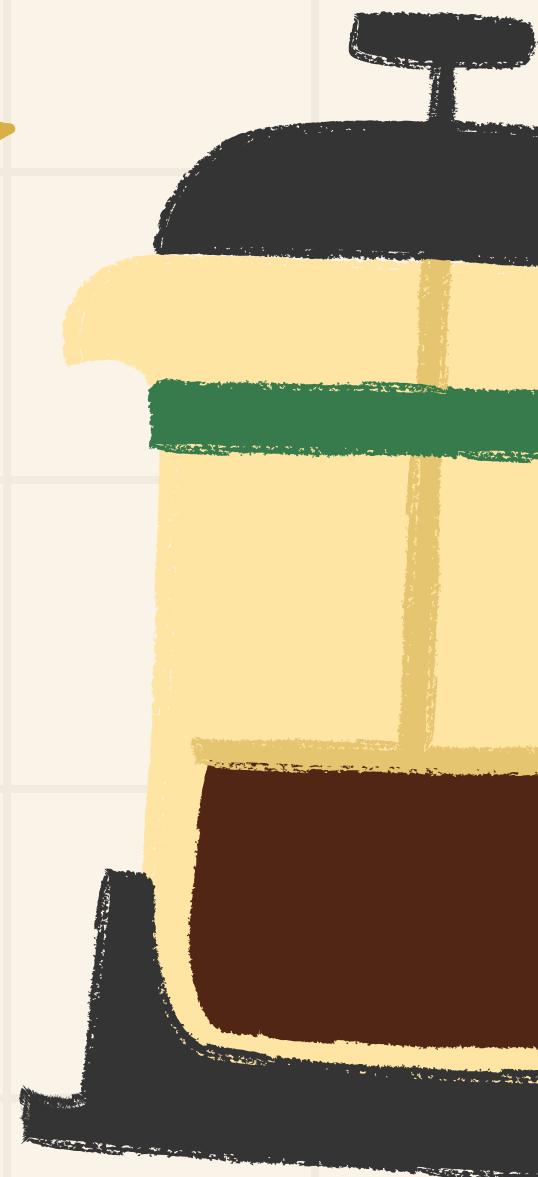
INSIGHT #3: THE HIGHEST CALORIE DRINK

 1 White Chocolate Mocha (Venti,
510 calories | 74g sugar

 2 Java Chip Frappuccino (Venti)
420 calories | 84g sugar

 3 Green Tea Latte (Venti)
390 calories | 71g sugar

Key Finding: Frappuccinos and specialty mochas dominate the highest calorie list. These drinks often contain as much sugar as 2-3 candy bars.



MY HYPOTHESIS

Most Starbucks beverages contain excessive sugar and customers who choose Frappuccinos or signature drinks are consuming far more sugar than recommended daily limits.

Evidence:

- Frappuccino drinks average 57g sugar (59% over daily limit)
- Even "healthier" signature drinks average 39g sugar (109% of daily limit)
- Only 2 categories stay below recommended daily sugar intake

KEY TAKEAWAYS & RECOMMENDATIONS

🎯 Smart Choice #1: Pick Black Coffee or Tea

Classic espresso drinks and regular coffee have 0-17g sugar on average.

🎯 Smart Choice #2: Choose Short or Tall Size

Reduces calories by 30-40% compared to Grande/Venti. Example: 84 cal (Short) vs. 226 cal (Venti).

🎯 Smart Choice #3: Avoid Frappuccinos & Signature Drinks

These categories contain 2-3x the sugar of regular espresso drinks.

QUESTIONS



What Drink Will You Order Next?