



Starbucks Coffee Company
FACT SHEET:
Verismo™ System by Starbucks

September 2012

Make a Perfect Starbucks® Latte and Other Favorite Starbucks® Beverages At Home

As part of our commitment to bringing exceptional coffee and espresso beverages to our customers, Starbucks is raising the bar once again with the introduction of the Verismo™ System by Starbucks. Verismo™ System by Starbucks is our premium at-home brewing system that allows you to craft Starbucks-quality espresso beverages, from Caffè Lattes to Americanos, as well as brewed coffee, consistently and conveniently one cup at a time.



THE INNOVATION OF STARBUCKS QUALITY AND FLAVOR... IN THE COMFORT OF YOUR HOME

The Verismo™ System by Starbucks is the first single cup system that combines Starbucks® coffeehouse expert recipes with Swiss high-pressure technology to easily and precisely craft your favorite Starbucks® beverages at home.

Whether you're enjoying your morning or looking for an afternoon pick-me-up, the Verismo™ System delivers an authentic Starbucks coffeehouse beverage right at your fingertips. Now you can make a Starbucks® espresso beverage or brewed coffee anytime.

SAVOR YOUR FAVORITE STARBUCKS® ESPRESSO BEVERAGE

With the introduction of the Verismo™ System Starbucks® espresso, Starbucks® coffee and real milk pods made from dairy, it's easy to craft your favorite Starbucks® espresso and brewed coffee beverages at home. Starbucks® Espresso Roast is part of our history. It's the same blend we've been offering for more than 40 years since Starbucks opened its doors in 1971. With this new way to enjoy Starbucks® espresso, there's no measuring, no grinding, and no mess. Just a consistently delicious espresso or brewed coffee, every time.



- **Caffè Latte** – This is the original coffeehouse classic. And like most classics, part of its appeal comes from its simplicity. A caffè latte is simply a shot or two of bold, tasty espresso with real, sweet steamed milk.
- **Espresso Guatemala** – This medium roast coffee offers a balance of body and acidity with hints of cocoa and soft spice, making for a smoother, more complex espresso shot.
- **Espresso Roast and Decaf Espresso Roast** – The heart of our espresso beverages. A full-bodied blend with a rich aroma and a hint of caramel. Also enjoy as a decaffeinated full-bodied, dark roasted blend.
- **Milk Pod** – Natural milk made from dairy delivers a creamy 2% milk that is perfect for your Starbucks® Caffè Latte—at home.



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BREW A DELICIOUS CUP OF STARBUCKS® COFFEE




Since 1971, we've been searching the world over for the finest *arabica* coffee beans – now the same flavor and quality that Starbucks is famous for is packed within each Verismo™ System pod.

- **Veranda Blend™** – Mellow and approachable, with nuances of soft cocoa and lightly toasted nuts, light body and medium acidity. (Blonde Roast)
- **House Blend** – Lively medium roast that is neatly blended so flavor, body and acidity are well-balanced and melded. Available at select specialty retail stores only. (Medium Roast)
- **Pike Place® Roast*** – Bold blend with subtle notes of cocoa and nuts, yet balanced enough to enjoy every day. (Medium Roast)
- **Caffè Verona®** – A full-bodied, multi-region blend of coffees with the sweet touch of Italian Roast. (Dark Roast)

(* Pike Place is a registered trademark of The Pike Place Market PDA, used under license.

PRICING AND AVAILABILITY

Beginning this fall just in time for the holidays, the Verismo™ System by Starbucks and a selection of Starbucks Verismo™ System coffee and milk pods will be available at Verismo.com, in participating Starbucks retail stores, as well as in major specialty stores in the U.S. and Canada, as well as select international markets.

Image	Verismo™ System by Starbucks Offering	U.S. (SRP)	Product Availability
 <p>Verismo™ System – 580</p>	<p>Available in Silver at participating Starbucks retail stores. Many more colors available online at Verismo.com and in specialty retailers nationwide.</p>	\$199	<ul style="list-style-type: none"> • Participating Starbucks retail stores • Verismo.com • Specialty retailers nationwide
 <p>Verismo™ System – V-585</p>	<p>Available in multiple colors, offers a larger water tank with internal filtration system, temperature variation control, and LED display.</p>	\$399	<ul style="list-style-type: none"> • Verismo.com • Specialty retailers nationwide
	<ul style="list-style-type: none"> • Espresso Pods – 12 ct. • Caffè Latte (including 8 Espresso Pods and 8 Milk Pods) – 16 ct. • Coffee Pods – 12 ct. • Milk Pods – 12 ct. 	\$11.95 \$12.95 \$11.95 \$9.95	<ul style="list-style-type: none"> • Participating Starbucks retail stores • Verismo.com • Specialty retailers nationwide

For More Information

To learn more about the Verismo™ System by Starbucks, visit <http://www.starbucks.com/verismo>. If you have questions or need more information, contact us at (800) 23-LATTE or visit Starbucks.com. For news media, please contact us at (206) 318-7100 or press@starbucks.com, or visit <http://news.starbucks.com>.