



# 2024 Holiday Promo Overview

Promo Dates: November 7 – January 2  
Digital Marketing Download & General Ordering: October 28

## Together Made Merrier

The WPS Starbucks® Holiday helps bring people together all over the world for a joyful holiday celebration, no matter how big or small. This year's WPS Starbucks Holiday promotion layers in some new flavors and beverages to our line up. Our WPS Starbucks® Holiday Seasonal Promotion includes:

### Featured Beverages: Espresso & Brewed



Most available Hot, Iced or Blended



#### NEW: Cran-Merry Orange Refresher®

Seasonally inspired flavors of sweet Blood Orange, tart Cranberry, and warm spice shaken with ice, water, and delicious cranberry inclusions. Cran-Merry Orange Refresher® will not be included in Holiday PSS. Operators can order products and smallwares starting Oct 28 on Portal.

SRP: \$5.55 - \$5.95

#### Peppermint Mocha

Espresso combined with Peppermint syrup, chocolate sauce and steamed milk. Topped with whipped cream and chocolate curls

SRP: \$5.75-\$5.95 (above beverages)

#### Caramel Brulee Latte

Espresso, steamed milk and rich Caramel Brulee sauce, topped with whipped cream and shimmery Caramel Brulee topping



#### Gingerbread Oatmilk Chai\*: hot or iced

Warm gingerbread notes, a cozy blend of chai spices and creamy oatmilk come together in a Tea Latte to create a unique, festive feel-good moment. *Iced version finished using non-dairy gingerbread flavored cold foam.*

SRP: \$5.45 - \$5.95

#### Holiday Blend Brewed Coffee

Latin American coffees chosen for their sweeter, maple notes paired with Indonesian coffee that add a smooth, herbal spice.



SRP: \$2.75-\$3.70

\* Available for Frappuccino® blended beverage & Cold Foam and portable Cold Foam customers only

### Promo Checklist

- Ensure your promotional marketing and product has arrived. At the end of day **Wednesday, November 6, 2024**, take down your Fall marketing and put up your Holiday promo materials.
- Ensure you do not post marketing with Holiday Cups or open and use Holiday Cups before November 7, 2024**
- Ensure all core product for featured beverages are well stocked. **See list on next page for holiday promo beverages. Use Pumpkin Spice topping from Fall promo for Gingerbread Chai beverages.**
- Post Promo at Glance in the back room. Ensure all team members read and sign off.
- Visit our online Customer Portal for training and promo information or call 1-800-344-1575 for product re-orders.
- Ensure you're signed up to receive our product and promotional news. Visit the "My Profile" section on our **Customer Portal** and make sure the box is checked under "Communication Preferences".

Questions: Contact your Nestle Professional Solutions representative.

## Pre-Scheduled Starter Kit Details

SKU	Description	PSS Qty	List Price	Yield	Esp	Brewed
12434063	Fontana® Peppermint Syrup 1L 4/CS	1/cs	\$42.80	135	X	
12420892	Starbucks® Topping Dark Choc Curls 3.75oz 4/CS	1/cs	\$32.00	224	X	
12459301	Starbucks® Caramel Brulée Sauce 63oz 4/CS	1/cs	\$110.00	156	X	
12421202	Starbucks® Caramel Brulée Topping 9oz 4/CS	1/cs	\$41.20	463	X	
12421258	Starbucks® Gingerbread Syrup 6x1L	1/cs	\$99.00	396	X	
12421044	Starbucks® Holiday Blend Coffee ground 5oz 32/CS	1/cs of	\$159.50	280	1/CS of	1/CS of
12421045	Starbucks® Holiday Blend Coffee ground 9oz 28/CS	either size	\$251.21	336	either size	either size
12468789	Starbucks® Holiday Blend Decal	2/ea	2.30	NA	X	X

### Core products to have on hand

12489750	White Syrup Pumps 3/pk (for extra LTO syrups)	12411977	Teavana Chai Concentrate 1:1 32oz 6CS
12598344	Starbucks® Non Dairy Vanilla Sweet Cream 12x32floz	12473024	Fontana® Bittersweet Mocha 63oz 4/CS
12472190	Starbucks® Oat Milk Non Dairy 12x32oz	12420668	Starbucks® Pumpkin Spice Topping 1x16oz (from Fall)

### LTO & Core Products & Supplies to Order for Cran-Merry Orange Refresher®

12602742	Starbucks® Blood Orange Cranberry Refresher Base 6x2.47LB: <b>\$94.50/cs</b>	12420601	2 Liter Iced Beverage Pitcher (core)
12602740	Starbucks® Cranberry Refresher Inclusion 10x30g : <b>\$159.00/cs</b>	12420798	Container Dry Inclusion Dispenser (core)
12420717	Grey Colored Lid for Water (core - use for LTOs)	12421033	Black Plastic Spoon (core)

## Holiday Promo Products and Training

If not participating in Pre-Scheduled Starter Kit program (products pictured), ensure you have all Holiday LTO and core products, marketing and training on hand prior to Nov 7, 2024 launch. Place LTO orders on Customer Portal starting Oct 28, 2024.



## Holiday Cups: Hot & Cold

- DO NOT REVEAL HOLIDAY CUPS AND RED CUP MARKETING** to customers prior to the **November 7th launch. Help us build the anticipation and excitement!**
- Holiday Hot & Cold cups will be available for general ordering while supplies last through our Customer Portal.
- If you placed a pre-order for Holiday Hot & Cold cups, these may arrive later than the rest of the Holiday shipment to prevent early usage.

## 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.

