MENU BOARD REQUIREMENTS

FOODSERVICE

Thank you for choosing to serve Starbucks® beverages and taking the time to ensure you're optimizing the customer experience. To help you, we have developed these menu board requirements that enable you to take full advantage of our operational expertise, and appropriately promote the We Proudly Serve Starbucks® beverages and brand identity.

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These are some of our most common feedback provided back to our customers. In addition to referencing our logo and menu requirements in detail, please use the below list to help speed up your signage approval process.

✓ Your logo should be at least 4 times larger than the We Proudly Serve Starbucks® logo.

✓ There should be **only 1 We Proudly Serve Starbucks® logo used per menu system**.

✓ Non-Starbucks products, including Tazo, **cannot be shown on the same panel as a We Proudly Serve Starbucks® logo.** The non-Starbucks products should be listed on a separate panel without a We Proudly Serve Starbucks® logo, under "Other Favorites."

✓ All product images **need to be provided by We Proudly Serve Starbucks®.**

✓ If adding multiple beverage images to menu panels and We Proudly Serve Starbucks® logo is included, **beverage images should be in non-branded hot or cold cups.** Leverage beverage images in "for here" serveware

✓ If your sign is on a darker background, please use the logo with "We Proudly Serve" words in white.

✓ Your product name listings should match exactly as they appears on page 9 of the menu board requirements document.

✓ All legal registration and trademarks should be accurate (i.e. Frappuccino® Blended Beverage, Teavana®, Passion Tango®, Starbucks Refreshers® Iced Beverages, etc…).

✓ All accent marks should point in the right direction and on the correct "e"? (i.e. Crème, Caffè).

✓ Alternative milks are all one word: Almondmilk, Coconutmilk, Oatmilk and Soymilk.

✓ We recommend listing "Freshly Brewed Coffee" rather than specific blend names, but if you choose to list the names, they should read: Veranda Blend®, Pike Place® Roast and Caffè Verona®.

　　o For Pike Place® Roast, this legal disclaimer must be listed at the bottom: "Pike Place is a registered trademark of The Pike Place Market PDA, used under license."

✓ Only Frappuccino® Blended Beverage approved Starbucks accounts may list and sell Frappuccino® Blended Beverages.

　　o When listing Crème Frappuccino® Blended Beverages, the word Crème should always appear at the end (i.e. Vanilla Bean Crème) -OR- Crème Frappuccino® Blended Beverages
should be listed in a separate subsection for non-coffee/coffee free Frappuccino® Blended Beverages.
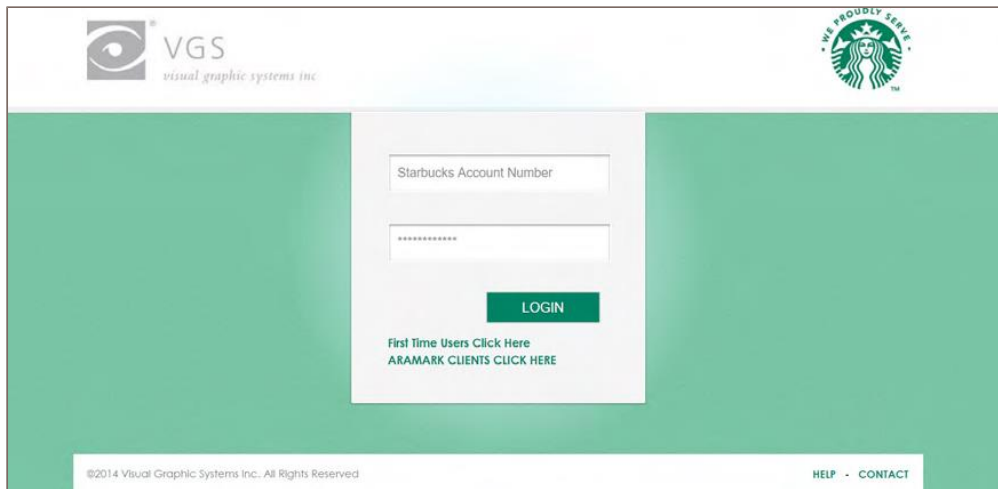
Visual Graphic Systems (VGS) offers a variety of options from printed to digital branded menu boards. VGS pre-designed menu board templates provide approved branding and recommended beverage offerings for your We Proudly Serve Starbucks® espresso café.

Convenient online ordering allows operators to view, format and complete orders online. VGS Online Ordering: http://vgsonline.com/Starbucks

We know operators are looking to leverage digital menu systems vs. printed menu boards. We have those resources available for our operators to leverage on our Customer Portal. Three different visual templates in both portrait and horizontal are available to leverage for your operation in our **Operator Brand Experience Toolkit.** *(https://www.nestlecoffeepartnerssl.com/operator-brand-experience-toolkit)*

Light Beige

Green

Dark

Menu Template Instructions

Step 1: Select which menu templates you will be needing:

WPS Starbucks Branded Green 4-Panel Menu
• Panel 1: Espresso, Coffee & More
• Panel 2: Teavana® Handcrafted Tea
• Panel 3: Starbucks Refreshers® & Frappuccino® Blended Beverages
• Panel 4: Smoothies + room for additional menu items
WPS Starbucks Branded Green 3-Panel Menu
• Panel 1: Espresso, Coffee & More
• Panel 2: Teavana® Handcrafted Tea
• Panel 3: Starbucks Refreshers®, Frappuccino® Blended Beverages + room for additional menu items
WPS Starbucks Branded Green 2-Panel Menu
• Panel 1: Espresso, Coffee & More
• Panel 2: Teavana® Handcrafted Tea, Starbucks Refreshers® + room for additional menu items
WPS Starbucks Branded Light-Colored Menu
• Panel 1: Espresso, Coffee & More
• Panel 2: Teavana® Handcrafted Tea
• Panel 3: Starbucks Refreshers® & Frappuccino® Blended Beverages
• Panel 4: Smoothies + room for additional menu items
WPS Starbucks Branded Dark-Colored Menu
• Panel 1: Espresso, Coffee & More
• Panel 2: Teavana® Handcrafted Tea
• Panel 3: Starbucks Refreshers® & Frappuccino® Blended Beverages
• Panel 4: Smoothies + room for additional menu items

Step 2: Add the name of your Café at the top of the first menu panel. All menus must include name of your café.

Step 3: Review the included pre-populated beverage items. Beverage items can be removed but should not be altered in any other way

Step 4: Input price and calorie information by size. It is the Operator's responsibility to set pricing and add nutritional information.

Step 5: Place optional drink image. You may include a beverage image in the last panel; however, it must follow 5x4 ratio and have transparency to show background color through the glass. (Preferred file format is .PNG with transparency.) Images can be found here:
https://www.nestlecoffeepartnerssl.com/operatorbrand-experience-toolkit

Step 6: The final panel on all options includes space for you to include additional menu items if not already populated throughout. **Note:** Only items outside of the WPS Starbucks program can be listed on the last panel without the WPS Starbucks logo.

**Step 7: Save and submit your menu board template for approval at
https://www.nestlecoffeepartnerssl.com/operator-brand-experience-toolkit/submit-marketing-for-review-approval**

Step8: Save approved menu templates and upload your menu board for display.
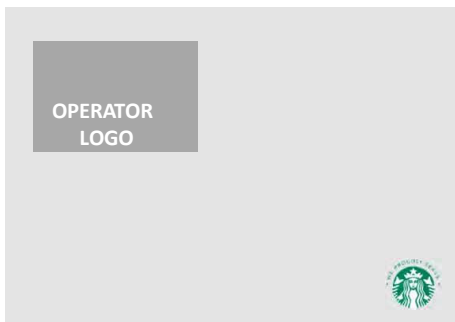
Menus created outside of VGS must follow these requirements and be submitted at
https://www.nestlecoffeepartnerssl.com/operator-brand-experience-toolkit/submit-marketing-for-review-approval for approval prior to execution. Please allow 5 business days for response.

Logo Usage:
If the We Proudly Serve Starbucks® logo or wordmark are used on your menu board, the operator's name or logo must be present with We Proudly Serve Starbucks® clearly secondary. Follow the requirements below to reinforce the relationship (e.g., it's Daylight Café first, and We Proudly Serve Starbucks® plays a supporting role). This will help contribute to a better experience by ensuring customers understand that your venue serves Starbucks® coffee but is not a Starbucks® retail location. Logos and other assets are available on our Portal at https://www.nestlecoffeepartnerssl.com/operator-brand-experience-toolkit

Correct branding	Incorrect Usage Examples
Pieces larger than 8.5" x 11": The operator logo must be at least 4x larger than the We Proudly Serve Starbucks® logo or wordmark. Size is determined by overall area - height & width.	The We Proudly Serve Starbucks® logo cannot come first and cannot be larger than the proportions indicated.

Pieces smaller than 8.5" x 11": The operator logo must be at least 2x larger than the We Proudly Serve Starbucks® logo or wordmark.

The We Proudly Serve Starbucks® logo must hold its own space, apart from your logo, and may not be incorporated into the design of your operation's logo, nor can Starbucks be incorporated into your operation's name.

Please refer to our We Proudly Serve Starbucks® Logo Requirements for additional details, available at https://www.nestlecoffeepartnerssl.com

- Registration and trademark symbols must be used as indicated on the Menu Board Template, page 7 (i.e. Teavana˙, Frappuccino® blended beverage, Starbucks Refreshers® Iced Beverages, etc.)

- Recipes for We Proudly Serve Starbucks® use proprietary Starbucks® coffees, Starbucks® non-dairy alternatives, Teavana® teas, Fontana® beverage and other required ingredients (which may be modified at any time by Starbucks in its sole discretion). No other products or ingredients may be substituted.

- If listing non-Starbucks offerings (i.e. soda) or food items, create a clear delineation from We Proudly Serve Starbucks® beverages. For menus with more than one panel, the We Proudly Serve Starbucks® logo should not be featured on the same panel as non-Starbucks products.

- Finished beverage nutritional information is available at nestlecoffeepartnerssl.com for Starbucks Solutions Lab Foodservice Customer use only. Nutrition information is calculated based on our standardized We Proudly Serve Starbucks® foodservice recipes and paper products. Any deviation from this will alter the provided nutritional information. Because beverages are handcrafted and may be customized, exact information may vary.

- Providing calorie and nutritional information to customers is the responsibility of the operator.

  - The FDA regulations effective May 2018 requires restaurants and foodservice operations with 20 or more locations to provide additional nutritional and caloric information on a menu or menu board for standard items.

  - Please review the complete FDA Guidance document for complete information to understand how your operation may be impacted and what is required to comply with this regulation.

    - FDA Food Guidance PDF
      https://www.fda.gov/downloads/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/UCM461963.pdf

- If listing the beverage sizes in ounces, Starbucks recipes are built to 12, 16 and 20oz. for hot beverages and 12, 16, 24oz. for iced beverages.

- Limited time beverage ingredients are not always available for purchase, so we recommend communicating seasonal offerings through promotional marketing materials rather than listing the beverage on your menu board. These materials are available to order at nestlecoffeepartnerssl.com or through your Nestle Coffee Partners Sales Representative.

- Beverage pricing is the responsibility of the operator.

Please reference the below menu board template for recommended We Proudly Serve Starbucks® headings and beverage listings.

Creating Your Own Menu Board? If you choose to not use our preferred menu board vendor, resources are available on our **Customer Portal** (*https://www.nestlecoffeepartnerssl.com/operator-brand-experience-toolkit*) to download digital menu templates along with beverage photo assets.

Creating a Mobile Ordering App? Mobile App Guidelines along with photos for your app can also be downloaded from our Brand Experience Toolkit on our Customer Portal.

ESPRESSO, COFFEE & MORE
Caffè Latte
Cappuccino
Caffè Mocha
Caramel Macchiato
White Chocolate Mocha
Iced Shaken Espresso
Iced Coffee
Cold Brew Coffee
Cold Brew with Cold Foam
Nitro Cold Brew
Salted Caramel Cream Cold Brew
Freshly Brewed Coffee *Regular or Decaf*
Hot Chocolate
TEAVANA® HANDCRAFTED TEA
Iced Tea *Iced Black Tea, Iced Passion Tango® Tea, Iced Green Tea, Add Lemonade*
Chai Latte
Matcha Green Tea Latte
Hot Brewed Tea Filterbags* *Radiant Green, English Breakfast, Modern Earl Grey, Chamomile Blush, Harmonic Mint, Jasmine Green, Ginger Peach, Classic Chai, Hibiscus Spice*

STARBUCKS REFRESHERS® ICED BEVERAGES *(contains caffeine)*
Strawberry Acai
Pineapple Passionfruit
Mango Dragonfruit
FRAPPUCCINO® BLENDED BEVERAGES**
Coffee
Coffee
Caramel
Mocha
Crème (coffee-free)
Matcha Green Tea
Vanilla Bean
Strawberry
Double Chocolaty Chip
SMOOTHIES & MORE
Fruit Smoothie *Mango, Strawberry*
ADDITIONAL MENU ITEMS

CUSTOM	ESPRESSO SHOT *$.XX add shot*	FLAVORED SYRUP *$.XX regular or sugar- free*	VENTI ICE $.xx	NONDAIRY Coconutmilk, Almondmilk, Soymilk, Oatmilk $.xx	Vanilla Sweet Cream Cold Foam $x.xx

**Frappuccino® blended beverages may only be menu listed by authorized Frappuccino® blended beverage accounts

Name and Logo Usage

- All legal registration and trademarks should be accurate (i.e., Frappuccino® Blended Beverage, Teavana®, Passion Tango®, Starbucks Refreshers® Iced Beverages, etc…).

Cold Foam Beverages

- Beverages featuring Cold Foam should be listed on your menu board in the same section as Cold Brew
- Cold Foam can be listed as a modifier on your menu board.
  - Add "Cold Foam" +$x.xx
  - Add" Vanilla Sweet Cream Cold Foam" +$x.xx
- Menu listing for core Cold Foam beverages
  - Cold Brew with Cold Foam
  - Salted Caramel Cream Cold Brew

Frappuccino® blended beverages

- You must always refer to the beverage in printed materials using full name description – Frappuccino® blended beverage(s).

- The use of Frapp, Frappuccinos, Frappe, etc. is not approved.

- The b's in Frappuccino® blended beverage name do not need to be capitalized.

- The Frappuccino® blended beverage logo may not be used as a menu heading.

Starbucks Refreshers® Beverages

- You must always refer to the beverage in printed materials using full name description – Refreshers ® Iced Beverages or Refreshers ® Beverages.

- Contains Caffeine should always be included after Beverages – (contains caffeine).

Frozen Lemonade Starbucks Refreshers® Beverages

Official menu listings for Frozen Lemonade Starbucks Refreshers® Beverages

List under Starbucks® Refreshers Beverages:

- Frozen Lemonade Pineapple Passionfruit

- Frozen Lemonade Strawberry Acai

- Frozen Lemonade Mango Dragonfruit

Vanilla Sweet Cream Cold Foam Refreshers

- Recommend not line listing these beverages, rather leverage adding "Add Vanilla Sweet Cream Cold Foam" to the customization section of your menu boards

Teavana® Tea

- Appropriate trademarks should always be included after Teavana name (®)

This section provides the required menu board listing for the following beverages you might offer in your operations:

- Frappuccino® blended beverages
- Starbucks Refreshers® Iced Beverages (contains caffeine)
- Teavana® Tea

If you are using the full beverage name in the header section of the menu board only the beverage name needs to be listed under the header – see examples below

Frappuccino® blended beverage

	tall	grande	venti
Coffee	$X.XX	$X.XX	$X.XX
Mocha	$X.XX	$X.XX	$X.XX

Starbucks Refreshers® Beverages (contains caffeine)

	tall	grande	venti
Strawberry Acai	$X.XX	$X.XX	$X.XX
Pineapple Passionfruit	$X.XX	$X.XX	$X.XX
Mango Dragonfruit	$X.XX	$X.XX	$X.XX
Pink Drink	$X.XX	$X.XX	$X.XX
Dragon Drink	$X.XX	$X.XX	$X.XX
Paradise Drink	$X.XX	$X.XX	$X.XX
Frozen Lemonade Strawberry Acai	$X.XX	$X.XX	$X.XX
Frozen Lemonade Mango Dragonfruit	$X.XX	$X.XX	$X.XX
Frozen Lemonade Pineapple Passionfruit	$X.XX	$X.XX	$X.XX

Teavana® Tea

	tall	grande	venti
Iced Tea	$X.XX	$X.XX	$X.XX
Chai Latte	$X.XX	$X.XX	$X.XX
Brewed Tea Filterbag	$X.XX	$X.XX	$X.XX

If you are limited on space and need to consolidate beverage listings on your menu board and do not have room for headers as listed above then each beverage line listing must include the full beverage name – see examples below.

Coffee Frappuccino® blended beverage

Mocha Frappuccino® blended beverage

Strawberry Acai Refreshers® Iced Beverage

Teavana® Iced Tea

Teavana® Chai Latte

Teavana® Brewed Tea Filterbag

If including beverage descriptions, please use the approved beverage descriptions below.
Descriptions are based on our standardized We Proudly Serve Starbucks® recipes and ingredients.

ESPRESSO, COFFEE & MORE

Caffè Latte: Espresso in steamed milk lightly topped with foam

Cappuccino: Espresso in a small amount of steamed milk, with a deep layer of foam.

Caffè Mocha: Espresso with mocha sauce and steamed milk. Topped with whipped cream.

Caramel Macchiato: Steamed milk mixed with vanilla syrup, marked with espresso and topped with caramel sauce.

White Chocolate Mocha: Espresso complemented with white chocolate sauce and topped with whipped cream

Caffè Americano: Espresso and hot water.

Freshly Brewed Coffee: Regular or Decaf

Iced Coffee: Starbucks® Iced Coffee Blend served chilled over ice.

Cold Brew Coffee: Custom blend of beans steeped in cool water for 20 hours for a super-smooth flavor.

Cold Brew with Cold Foam: Cold Brew topped with a Cold Foam to create a refreshing beverage.

Salted Caramel Cream Cold Brew: Cold Brew, with a touch of caramel, is topped with a salted Cold Foam to create a refreshing beverage.

Vanilla Sweet Cream Cold Brew: Slow steeped custom blend Cold Brew topped with vanilla sweet cream

Nitro Cold Brew: Cold Brew is infused with nitrogen for a naturally sweet flavor and cascading, velvety crema

Iced Caffè Latte: Espresso and cold milk, poured over ice.

Iced Caffè Mocha: Espresso with mocha sauce, cold milk and ice. Topped with whipped cream.

Iced Vanilla Latte: Espresso with vanilla syrup and chilled milk, served over ice.

Iced Caramel Macchiato: Cold milk with vanilla syrup, marked with espresso and topped with caramel sauce.

Iced White Chocolate Mocha: Espresso, cold milk, and white chocolate sauce, poured over ice and topped with whipped cream.

Iced Caffè Americano: Espresso served over ice

Iced Shaken Espresso: Starbucks® espresso with classic syrup, shaken over ice and topped with a splash of milk

Iced Brown Sugar Oatmilk Shaken Espresso: Starbucks® espresso with brown sugar syrup, shaken over iced and topped with cinnamon and a splash of oatmilk

Hot Chocolate: Bittersweet chocolate sauce and steamed milk. Topped with whipped cream and chocolate drizzle.

White Hot Chocolate: White chocolate sauce and steamed milk. Topped with whipped cream.

Steamer: Steamed milk, sweetened with flavored syrup and topped with foam.

TEAVANA® HANDCRAFTED TEA

Matcha Green Tea Latte: Sweetened, shade grown, finely ground matcha green tea, handcrafted with steamed milk.

Chai Latte: Black tea infused with rich, warm spices, mixed with steamed milk

Brewed Tea Filterbags

Radiant Green, English Breakfast, Modern Earl Grey, Chamomile Blush, Harmonic Mint, Jasmine Green,Ginger Peach, Classic Chai, Hibiscus Spice,Jasmine Green, Ginger Peach, Classic Chai, Hibiscus Spice, Pomegranate Zest

Iced Matcha Green Tea Latte: Sweetened, shade grown, finely-ground matcha green tea, combined with milk, served over ice.

Shaken Matcha Lemonade: Finely ground matcha green tea combined with lemonade

Iced Chai Latte: Black tea infused with rich, warm spices, mixed with milk and served over ice

Shaken Iced Tea: Teavana® tea mixed with water, lightly sweetened and shaken with ice.

Iced Black Tea, Iced Passion Tango® Tea, Iced Green Tea, Add Lemonade

STARBUCKS REFRESHERS® BEVERAGES (contains caffeine)

Strawberry Acai: A blend of real fruit juice with strawberry and açai fruit flavors, green coffee extract and strawberry inclusions mixed with water or lemonade and shaken with ice.

Mango Dragonfruit: This tropical-inspired pick-me-up—crafted with a refreshing combination of sweet mango and dragonfruit flavors—is hand-shaken with ice and a scoop of real diced dragonfruit.

Pineapple Passionfruit: Tropical flavors of pineapple and passionfruit mix with diced pineapple

Paradise Drink: Tropical flavors of pineapple and passionfruit combine with diced pineapple and creamy coconutmilk

Pink Drink: Our crisp, Strawberry Acai Refreshers® Beverage, with its accents of passion fruit, is combined with creamy Coconutmilk. It's a fruity and refreshing sip of spring, no matter what time of year.

Dragon Drink: This tropical-inspired pick-me-up—crafted with a refreshing combination of sweet mango and dragonfruit flavors—is handshaken with creamy coconutmilk, ice and a scoop of real diced dragonfruit.

Frozen Lemonade Refreshers® Beverages: Sweet fruit flavors blended with real fruit pieces, swirled with strawberry puree and lemonade for a refreshingly frozen, vibrant escape in a cup.

Pink Drink with Vanilla Sweet Cream Cold Foam: Tropical flavors of Strawberry and Acai shaken with real strawberry pieces, creamy Coconutmilk, ice and topped with Vanilla Sweet Cream.

Dragon Drink with Vanilla Sweet Cream Cold Foam: Tropical flavors of Mango and Dragonfruit shaken with Dragonfruit pieces, creamy Coconutmilk, ice and topped with Vanilla Sweet Cream

Paradise Drink with Vanilla Sweet Cream Cold Foam: Tropical flavors of Pineapple & Passionfruit shaken with real pineapple pieces, creamy Coconutmilk, ice and topped with Vanilla Sweet Cream.

SMOOTHIES & MORE*

Fruit Smoothie: Fruit beverage blended with ice and milk.**
   Mango, Strawberry

**These beverages can also be made with water instead of milk. If using water, omit "and milk" from the above descriptions.

FRAPPUCCINO® BLENDED BEVERAGES

COFFEE:
Coffee: coffee and milk, blended with ice.
Caramel: coffee, caramel syrup and milk, blended with ice. Topped with whipped cream and caramel sauce.

Mocha: coffee, bittersweet mocha sauce and milk, blended with ice. Topped with whipped cream.
Java Chip: coffee, Frappuccino® chips, bittersweet mocha sauce and milk, blended with ice. Topped with whipped
   cream and bittersweet mocha sauce.
White Chocolate Mocha: coffee, white chocolate sauce and milk, blended with ice. Topped with whipped
   cream.

CRÈME (coffee-free):
Vanilla Bean: Vanilla bean and milk, blended with ice. Topped with whipped cream.
Strawberry: Strawberry juice and milk, lightly sweetened and blended with ice. Topped with whipped cream.
Double Chocolaty Chip: Frappuccino® chips, bittersweet mocha sauce and milk, blended with ice.
   Topped with whipped cream and bittersweet mocha sauce.
White Chocolate: White Chocolate sauce and milk, blended with ice. Topped with whipped cream.
Matcha Green Tea: Sweetened shade-grown, finely ground matcha green tea and Classic syrup, blended with milk
   and ice and topped with whipped cream.

CUSTOMIZATION OPTIONS

Espresso Shot: $.xx add shot
Flavor: regular or sugar free $.xx
Venti Iced: $.xx
NonDairy : Coconutmilk, Almondmilk, Soymilk, Oatmilk $.xx
Vanilla Sweet Cream Cold Foam: $x.xx

Thank You

We appreciate the time and energy you put into maximizing your relationship with Starbucks, and delivering the experience our customers know and love.