



MOBILE ORDERING APP REQUIREMENTS

FOODSERVICE

Updated September 2023

CONFIDENTIAL. For NCP Solutions Lab business purposes only.



MOBILE ORDERING AND APP GUIDELINES

2

This resource provides the following overview as it relates to Mobile Ordering and Apps to support operators implementing this functionality for your operation. There are many different options for mobile ordering applications, formats and layout. Following these guidelines will ensure successful execution for both the We Proudly Serve Starbucks® brand and beverage execution.

- **Logo Requirements & Usage**
- **Mobile Ordering App Approvals**
- **Photography Assets**
- **Core Beverage Listings & Descriptions**

APPROVALS

All mobile ordering app layout and designs must be submitted for approval prior to execution to FS Marketing. To request approval email FS Marketing at:

<https://www.nestlecoffeepartnerssl.com/operator-brand-experience-toolkit/submit-marketing-for-review-approval>

Please allow at least 5 business days for reply.

All mobile ordering applications must include the following:

Starbucks and the Starbucks logo are used under license by Nestlé. Approval _____ (provided after receiving final approval from FS Marketing)



LOGO REQUIREMENTS

Same logo requirements apply for mobile ordering as outlined for other operations/venues within your operation.

The primary WPS Starbucks® logo is composed of the Siren symbol and the phrase “We Proudly Serve.” **The Starbucks Siren logo may never be used** independent of the “We Proudly Serve” text.

The WPS Starbucks® wordmark is composed of the phrase “We Proudly Serve” locked up with the Starbucks wordmark. It must always appear vertically reading upward.

PRIMARY WPS STARBUCKS® LOGO



WPS STARBUCKS® WORDMARK

WE PROUDLY SERVE **STARBUCKS**™

STARBUCKS LOGO NOT APPROVED





LOGO REQUIREMENTS: OPERATOR LISTING

The visual appearance of your venue and the balance of branding messages (size, quantity, placement and relative weight) must reinforce your venue name or logo as the **primary means of identification**. This will help set customer expectations and contribute to a better experience by ensuring customers understand that your venue serves Starbucks® coffee but is not a Starbucks® retail location.

If the WPS Starbucks® logo or wordmark are used on operator mobile ordering app, the operator's name or logo must be present with WPS 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) is key. If there isn't space to include both your logo and WPS Starbucks® logo, you can spell both out. Your venue name must come **first** and carry **larger font size** followed by We Proudly Serve Starbucks®. Do not abbreviate, do not just list Starbucks.

For placement on mobile app the and using logos operator logo **must be at last 2x larger** than the WPS Starbucks® logo or wordmark.

CORRECT USAGE



DAYLIGHT CAFÉ

We Proudly Serve Starbucks®

The WPS logo cannot come first and cannot be larger than the proportions indicated

The WPS logo must hold its own space apart from your logo and may not be incorporated into your design.

INCORRECT USAGE



All marketing must be submitted to <https://www.nestlecoffeepartnerssl.com/operator-brand-experience-toolkit/submit-marketing-for-review-approval> for review and approval. Please allow 5 business days for review and approvals.



CORE MENU RECOMMENDATION

Below provides recommendation for core beverage menu listings for mobile applications. The headers in green can be used as groupings for beverage types within the app.

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
Salted Caramel Cream Cold Brew
Nitro Cold Brew
Freshly Brewed Coffee <i>Regular or Decaf</i>
Hot Chocolate
TEAVANA® HANDCRAFTED TEA
Shaken Iced Tea <i>Iced Black Tea, Iced Passion Tango® Tea, Iced Green Tea, Add Lemonade</i>
Chai Latte
Matcha Green Tea Latte
Honey Citrus Mint
Hot Brewed Tea Filterbags* <i>Radiant Green, English Breakfast, Modern Earl Grey, Chamomile Blush, Harmonic Mint, Jasmine Green, Ginger Peach, Classic Chai, Hibiscus Spice</i>

STARBUCKS REFRESHERS® ICED BEVERAGES <i>(contains caffeine)</i>
Strawberry Acai
Pineapple Passionfruit
Mango Dragonfruit
FRAPPUCCINO® BLENDED BEVERAGES**
Coffee
Coffee
Caramel
Mocha
Crème (coffee-free)
Matcha Green Tea
Vanilla Bean
Strawberry
Double Chocolatey Chip

CUSTOM	ESPRESSO SHOT <i>\$.xx add shot</i>	FLAVOR <i>\$.xx Regul ar or sugar free</i>	VENTI ICE \$ _____	NONDAIRY Coconutmilk, Almondmilk, Soymilk, Oatmilk \$ _____	Vanilla Sweet Cream Cold Foam \$ _____
---------------	---	--	------------------------------	--	---

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



BEVERAGE NAMES AND DESCRIPTIONS

6

All beverage names listed should follow correct naming conventions listed below. If including beverage descriptions, please use the approved beverage descriptions below. Descriptions are based on our standardized We Proudly Serve Starbucks™ recipes and ingredients.

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

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 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

Iced Caffè Americano: Espresso served over ice.

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



BEVERAGE NAMES AND DESCRIPTIONS

7

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.

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® ICED 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 and Green Coffee Extract—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.



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 Chocolatey 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

Non-Dairy : Coconutmilk, Almondmilk, Soymilk, Oatmilk

Vanilla Sweet Cream Cold Foam: \$x.xx

Limited time beverages (seasonal promo):

Create a seasonal or limited time offering section on the App to add in specific beverages your operation will be featuring during the promotion.

If your app doesn't offer this ability, you can incorporate the featured beverage into the



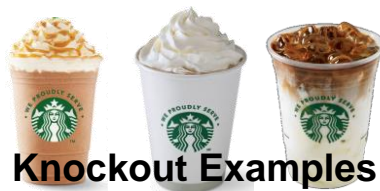
PHOTO ASSETS REQUESTS

9

Providing consumers visual representation of the beverages you're serving through your mobile ordering app is key to execution. Photography assets are available from Solutions Lab to support your mobile ordering application.

Please visit **[Operator Brand Experience Toolkit | Nestlé Coffee Partners Solutions Lab \(nestlecoffeepartnerssl.com\)](https://www.nestlecoffeepartnerssl.com)** on our Customer Portal to download photo assets for your mobile app.

Your mobile app layout and content will still need to be sent to <https://www.nestlecoffeepartnerssl.com/operator-brand-experience-toolkit/submit-marketing-for-review-approval> for final review and approval. Please allow 5 business days for reply on your submission



A choice of environment photos will be included and can be used on mobile app landing or listing page for your locations (like below).

Please allow at least 5 business days for reply.

Photography for LTO/seasonal beverages are available to download from [nestlecoffeepartnerssl.com](https://www.nestlecoffeepartnerssl.com) within the featured promo page.

Photography Don'ts



Daylight Café

7:30 AM - 10:00 PM

**Use of Starbucks siren logo only
Missing We Proudly Serve
Starbucks®**



Starbucks

8:00 AM - 9:00 PM

**Use of Starbucks logo and words only
No mention of venue/operator name**



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.