



STARBUCKS
Refreshers™
 natural energy from
 green coffee extract



Reinvent how you recharge.

Starbucks VIA Refreshers™ instant beverages are made with real fruit and green coffee extract for a boost of natural energy you can enjoy anywhere. Just open a packet of delicious goodness, add cold water and recharge.

- Delivers a natural energy boost
- Made with real fruit
- No artificial flavors or sweeteners
- Excellent source of antioxidants from Vitamin C
- Made with green coffee extract
- 35 calories per serving
- Helps drive incremental sales
- Convenient 6-ct. package

What is green coffee extract?

We use an innovative process to pull the caffeine from coffee beans before they're roasted. So you get the naturally occurring caffeine from coffee, with none of the roasty coffee flavor.

Beverages everyone will love in an instant.

Cool Lime

Starbucks VIA Refreshers™ instant beverages provide a delicious lime taste with a thirst-quenching lift anywhere you are.



Strawberry Lemonade

Starbucks VIA Refreshers™ instant beverages combine the flavors of juicy strawberry and tart, sweet lemonade for a delicious energy boost.



It only takes seconds to create a lasting moment.



Starbucks VIA® Ready Brew

We spent 20 years unlocking the secret to great tasting instant coffee. The secret? Use high quality, ethically sourced *arabica* beans, roasted to their fullest flavor. Starbucks VIA® Ready Brew is a great way to ensure everyone is satisfied with the coffee they love.

73% of consumers are already aware of Starbucks VIA® Ready Brew* and 54% of consumers who try Starbucks VIA® instant coffee love it and make repeat purchases.**

* CPG Shoppers Egg Strategy Tracking October 2011
 ** IRI NCP 3/2012; Total U.S. All Outlets

- 100% natural roasted coffee.
- Easy and convenient to make wherever you are.
- High quality, ethically sourced *arabica* beans, roasted to their fullest flavor.
- Only Starbucks adds microground coffee, the secret to the rich flavor, full body and enticing aroma of Starbucks VIA® Ready Brew.



Available in Italian Roast, Colombia, Decaf Italian Roast and Iced Coffee.



Available products				
Product	3 Count	6 Count	8 Count	50 Count
Italian Roast	x		x	x
Decaf Italian Roast	x			x
Colombia	x		x	x
Iced Coffee		x		

For more information, contact your Starbucks representative or visit starbucksocs.com



Branded Solutions