



Indonesia

For immediate release

Starbucks® Coffee Indonesia

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**Starbucks® Introduces a Selection of Soothing and Indulgent Coffee Alternatives**  
***Bringing Hojicha Tea Latte for the first time to Indonesia***

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**JAKARTA, INDONESIA, 9 January 2013** — Starbucks® Coffee Indonesia today introduced a selection of soothing, indulgent coffee alternatives to start the new year. Available starting on 8 January 2013 to 4 March 2013, customers in Indonesia can enjoy Starbucks® special non-coffee beverage which is Hojicha Tea Latte. Also available as options beyond a cup of coffee are Starbucks® Signature Chocolate and Green Tea Latte with an additional espresso shot.

“As we start the new year, Starbucks® invites customers all around Indonesia for an indulgent moment with us and their loved ones. Whether it is the calming blend of premium, roasted Japanese tea in our Hojicha Tea Latte or the rich taste of our Signature Chocolate, Starbucks® has various options that are beyond a cup of coffee.” said Roger van Tongeren, general manager, Marketing and Communications, Starbucks® Indonesia.

Available in Indonesia for the first time, Hojicha Tea Latte is a smooth Japanese roasted green tea (Hojicha) combined with freshly steamed milk and light foam on top. Best enjoyed hot or iced, customers who are looking for a fresh non-coffee beverage, can also order a Hojicha Tea Latte Frappuccino®. Another coffee alternative that customers love best is Starbucks® Signature Chocolate, which is a rich and premium chocolate steamed together with milk. Topped with whipped cream and finished with a dash of cocoa powder, Signature Chocolate is a delightful treat to be enjoyed with family and friends.

Roger added, “Starbucks® is the place to wind down from the daily traffic and a hectic day with delicious, comforting drinks that are just right for you. It could be a Hojicha Tea Latte while you catch up with friends or a Signature Hot Chocolate while you spend time with your family, both coffee lovers and non-coffee drinkers can now celebrate their favorite moments in Starbucks®.”

For an option beyond a cup of coffee, Starbucks® is bringing a twist to its Green Tea Latte flavor by adding an extra espresso shot. Customers can try Starbucks® signature green tea combined together with steamed milk, classic syrup and an extra espresso shot. This warm cup of Green Tea Latte with Espresso is a must try for both tea and coffee drinkers.

In addition to the selection of non-coffee beverages, Starbucks® is also bringing back several food items that will make the perfect pair for every cup of tea latte. Some of the must try food items include Verona Cake, Smoked Chicken Croissant and Tuna Cheese Whole Wheat Panini Sandwich.

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**About Starbucks® Coffee Company** Since 1971, Starbucks® Coffee Company has been committed to ethically sourcing and roasting the highest-quality *arabica* coffee in the world. Today, with stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique *Starbucks® Experience* to life for every customer through every cup. To share in the experience, please visit us in our stores or online at [www.starbucks.com](http://www.starbucks.com).

#### **About PT. Sari Coffee Indonesia**

PT Sari Coffee Indonesia is made possible through the relationship between Starbucks® Coffee International and PT Mitra Adiperkasa, one of the most renowned department store and branded goods companies in the country. It is also the sole company exclusively licensed to set up and operate Starbucks® in Indonesia. As of 31 December 2012, Starbucks® has 141 stores in operations throughout Indonesia.

#### **About PT Mitra Adiperkasa TBK**

As of July 2012, MAP has operated 1,164 retail outlets in 39 major cities throughout Indonesia. The major retail concepts under the group include:

- **Department Stores:** Sogo, Debenhams, dan Seibu
- **Fashion & Lifestyle:** Zara, Marks & Spencer, Topman, Topshop, Next, Kipling, Lacoste, Nautica, Massimo Dutti, Pull&Bear, Dorothy Perkins, Miss Selfridge, Nine West, Stradivarius, Bershka, Samsonite, Linea, Steve Madden, Swatch, Loewe, BCBGMaxazria, MaxMara, Max&Co, Travelogue, Tumi, Sole Effect, Warehouse, H.E. by Mango, New Look, Hoss Intropia, Staccato, Diva, DKNY dan Crabtree & Evelyn.
- **Sports:** Converse, Golf House, Payless ShoeSource, Planet Sports, Reebok, Rockport, Skechers, Sports Station, The Athlete's Foot dan The Sports Warehouse.
- **Food & Beverage:** Starbucks, Burger King, Domino's Pizza, Pizza Marzano, Krispy Kreme, Cold Stone Creamery Ice Cream, dan Chatterbox.
- **Kids:** Kidz Station, Oshkosh B'Gosh dan Barbie Boutique.
- **Others:** Kinokuniya dan Alun Alun.

Apart from its retail business, the group is also the leading distributor for over 90 international brands including Reebok, Speedo, Converse, Diadora, Lotto, Airwalk, Superman, Batman, OshKosh B'Gosh and Thomas & Friends. More information about MAP can be found at [www.map-indonesia.com](http://www.map-indonesia.com)

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