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Starbucks® Coffee Indonesia

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Perk Up This Season and let Starbucks Treat You with Starbucks Card

Starbucks delights customers with special benefit as part of the Starbucks Card program and brings handcrafted espresso beverages including the Asian Dolce Latte and the Asian Dolce Frappuccino

JAKARTA, INDONESIA; 7 January, 2014: This new year, Starbucks Indonesia rewards customers with the Starbucks Card program and a new blended variation of Asian Dolce Latte, the **Asian Dolce Frappuccino**.

"It is important we give customers a personalized experience with each Starbucks store visit, whether that is rewarding them with their favorite Starbucks beverage or creating a new beverage that adds a twist to their favorite local flavors." said Roger van Tongeren, general manager, Marketing and Communications.

This season, Starbucks offers customers hand-crafted espresso beverages exclusively available in the Asia Pacific region, including the Starbucks® Asian Dolce Latte and Asian Dolce Frappuccino.

The Starbucks® Asian Dolce Latte is a delicious blend of premium, dark-roasted Starbucks® Espresso Roast and specially developed dolce sauce, mixed with sweet steamed milk, giving it a delightfully smooth texture. Due to customer demand, Starbucks has created for the first time the Starbucks® Asian Dolce Frappuccino, a blended variation of the Asian Dolce Latte. This delectable blended beverage mixes our dark-roasted signature espresso coffee with the rich sweetness of our dolce sauce, topped with whipped cream; a bold flavor that is sure to delight customers.

The Limited Edition Starbucks® Card

Entering the year of Horse, for a limited time and while stocks last, starting 7 January 2014, customers can get The Limited Edition Chinese New Year Starbucks Card by simply activating a minimum of Rp. 300,000 and Rp. 100,000 for the Valentine's Day Starbucks Card. Starbucks Card holder can enjoy a complimentary Gingerbread Beverage for every purchase of Asian Dolce Latte or Asian Dolce Frappuccino from 7 January until 20 January 2014. *"If you are looking for a special and thoughtful gift for your loved ones, The Limited Edition Starbucks Card will surely be the perfect gift,"* said Roger van Tongeren.

"At Starbucks, we are always looking to create coffee beverages that appeal to the tastes of our Asian customers, and it is feedback from customers that helps us drive innovation. For example, we are introducing the Asian Dolce Frappuccino due to strong demand from our customers who wanted a blended variation of the Asian Dolce Latte, said Roger van Tongeren. In addition, Starbucks® Indonesia is offering several food items that will make the perfect pair for every cup of coffee. Some of the must try food items include Rhubarb & Apple Crumble Pie, Potato Salad dengan Fruit Kraftkorn dan Smoked Chicken & Mushroom Croissant.

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About Starbucks Corporation

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting high-quality *arabica* coffee. 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.

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 December 2013, Starbucks® has 167 stores in operation throughout Indonesia.

About PT Mitra Adiperkasa TBK

As of November 2013, MAP has operated 1,710 retail outlets in 57 major cities throughout Indonesia. The major retail concepts under the group include:

- **Department Stores:** Sogo, Debenhams, Seibu and Galleries Lafayette
- **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, Crabtree & Evelyn and Swarovski.
- **Sports:** Converse, Golf House, Payless ShoeSource, Planet Sports, Reebok, Rockport, Skechers, Sports Station, The Athlete's Foot and The Sports Warehouse.
- **Food & Beverage:** Starbucks, Burger King, Domino's Pizza, Pizza Marzano, Krispy Kreme, Cold Stone Creamery Ice Cream, Godiva and Chatterbox.
- **Kids:** Kidz Station, Oshkosh B'Gosh, Barbie Boutique and Stride Rite.
- **Others:** Kinokuniya and Alun Alun.