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Starbucks Celebrates Espresso Excellence with the newly introduced Starbucks® Hazelnut Macchiato and the all-time signature favorite, Starbucks® Caramel Macchiato
Delights customers with a new version of one of their favorite beverages

JAKARTA, INDONESIA; March 4, 2014: This spring, Starbucks Indonesia celebrates espresso excellence with the Starbucks® Caramel Macchiato, and the introduction of its new beverage in the region, the **Starbucks® Hazelnut Macchiato** – enjoyed hot or iced.

A customer favorite, the Starbucks® Caramel Macchiato is one of the company's most popular beverages across Asia. As with the Starbucks® Caramel Macchiato, the new **Starbucks® Hazelnut Macchiato** combines freshly steamed milk, "marked" with our signature espresso shot, and topped with a velvety layer of foam. Starbucks® Hazelnut Macchiato also delights with a toasty hazelnut flavor in every sip. The beverages are finished with a drizzle of sweet caramel for our Starbucks® Caramel Macchiato, and toasty-sweet hazelnut for our new **Starbucks® Hazelnut Macchiato**. These delectable sauces have been developed from scratch to pair perfectly with our rich espresso.

"We always hear from our customers about how they fell in love with their first Starbucks® Caramel Macchiato." said Roger van Tongeren, general manager, Marketing & Communications. "We wanted to create something special for them to discover and we are sure the **Starbucks® Hazelnut Macchiato** will soon become a favorite."

The introduction of the **Starbucks® Hazelnut Macchiato** comes from our obsession to deliver the most delicious espresso beverages. Our skilled baristas craft each beverage by hand, from pulling the perfect shot of our expertly blended Starbucks® Espresso Roast to using our exclusive steaming pitcher to create the best micro-foam. Topped with a drizzle of our signature sauce, the Starbucks® Macchiato's flavors and textures evolve with every sip.

The Starbucks Card Neighborhood Design

This spring, Starbucks Indonesia introduces the latest design of Starbucks Card: The Starbucks Card Neighborhood design. The Starbucks Card is a stored value card that offers a greater convenience and rewards when you make your purchase at any Starbucks store in Indonesia. With the ease of one quick swipe, it can be used to purchase anything from beverage to whole bean coffee or the latest range of tumblers. This Card is available at the nearest Starbucks store with initial top-up of Rp. 100,000.

Drop of Hope 4th Cycle Hand Over

Starbucks® Indonesia together with their customers during Drop of Hope 4th cycle from November 6, 2013 to January 5, 2014 has collected 1000 school uniforms for underprivileged students. On February 26, 2014 Starbucks® Indonesia handed over the collected 1000 school uniforms to Indonesian Street Children Organization (ISCO). Starbucks® Indonesia with their vision, to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time, commits to help their surrounding community.

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About Starbucks Coffee Company

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. Members of the media can engage with Starbucks online at news.starbucks.com or through Twitter at [@StarbucksNews](https://twitter.com/StarbucksNews).

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 February 2014, Starbucks® has 169 stores in operation throughout Indonesia.

About PT Mitra Adiperkasa TBK

As of January 2014, MAP has operated 1,776 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, 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.

Apart from its retail business, the group is also the leading distributor for over 50 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