



Indonesia

**For immediate release**

**Starbucks® Coffee Indonesia**  
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## **Starbucks® Red Cups Return this Holiday Season with Delightful Seasonal Favorites and Greater Community Involvement in Indonesia**

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**JAKARTA, INDONESIA, 13 November 2012** —Starbucks® Coffee Indonesia today announced the return of its iconic red cups signifying that the holiday season has arrived. Starting from 12 November 2012 to 6 January 2013, Indonesian customers can once again enjoy their favorite holiday beverages including, Toffee Nut Latte, Cranberry White Chocolate Mocha and Peppermint Mocha. Bringing the joy this season, Starbucks® is also giving back to the community in Indonesia by awarding grants with a total of USD 43,000 to three local non-profit organizations.

*“We are excited to bring back our iconic red cups to Indonesia at this holiday season that brings us all together. Starbucks® offers a heartwarming experience to bring family and friends together and rekindle over our seasonal favorites”,* said Anthony Cottan, managing director, Starbucks® Indonesia. *“At this holiday season, we are also happy to announce our support to three local non-profit organizations through our Youth Action and Community Service Grants. Our hope for this holiday season is to rekindle the joy with all of our partners, customers and the community around us.”*

### **Starbucks® Red Cups and Holiday Favorites**

Returning this holiday season are Starbucks® red cups with its unique icons designed especially to celebrate the moment of joy and togetherness with family and friends. Along with the iconic red cups, one of Starbucks® most favorite holiday beverages, Toffee Nut Latte is making a comeback this year. A flavorful beverage, Toffee Nut Latte has the rich, buttery flavor of sweet toffee combined with toasted nuts, espresso and steamed milk. Also back by popular demand this year is Peppermint Mocha with its distinguished peppermint flavor and Cranberry White Chocolate Mocha with its luscious white chocolate and cranberry drizzle topping.

For all of your gatherings with friends and family, make the moments of togetherness more delicious with a cup of Starbucks® coffee. For this season, Starbucks® is bringing back the most admired and highly anticipated coffee, Starbucks® Christmas Blend. This sweet, spicy favorite combines the liveliness of superb Latin American coffees with the mellow smoothness of Asia-Pacific coffees and aged Sumatra beans.

Also available is Starbucks® Christmas Blend Espresso Roast made from Sumatra and aged Sumatra coffees, combined with beans from Latin America and roasted in our signature Espresso Roast for an intense flavor profile and an unforgettable spicy finish. Whether it is the beloved Starbucks® Christmas Blend, the spicy warmth of Starbucks® Christmas Blend Espresso Roast, or the comfort of instant Starbucks® VIA Ready Brew Christmas Blend, the best tastes of the season includes Starbucks®.

*“The holiday season is both a time of rekindling and sharing, and you will find an array of thoughtful offerings at our stores. From high-quality coffees to unique seasonal merchandises, Starbucks® is the perfect destination to find gifts to bring joy to everyone on your list,”* added Anthony.

### **Starbucks Indonesia and Community Involvement**

Through its Youth Action and Community Service Grants, Starbucks® Indonesia has also awarded grants with a total of USD 43,000 to Sahabat Anak, Yayasan Himmata and Yayasan Karang Widya. These grants are awarded annually to qualified non-profit organizations around the world, including here in Indonesia, to further support their youth and community programs. Along with this support, Starbucks Indonesia partners have also contributed over 12,000 community hours throughout the year through the various community service activities.

In addition to the grants and as part of the holiday season festivity, Starbucks® Indonesia and Flink Magazine will also be starting the Drop of Hope 3 program on 19 November 2012 to 13 January 2012. Starting on 19 November 2012, customers are invited to visit the Drop of Hope website at [www.dropofhope.co](http://www.dropofhope.co), choose a child’s wish from Yayasan Bina Mandiri, and drop their wish item into one of the Hope Boxes located at selected Starbucks®, Krispy Kreme, Cold Stone, Pizza Marzano and Pizza Express stores.

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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 August 2012, Starbucks® has 132 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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