



Indonesia

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Starbucks® Media Contact

Yuti Resani
Marketing Communications & CSR Manager
Tel: +62 21 5746501
Email: yuti.resani@starbucks.co.id

Starbucks® Coffee Indonesia

www.starbucks.co.id
Facebook: [Starbucks Indonesia](https://www.facebook.com/StarbucksIndonesia)
Twitter: [@sbuxindonesia](https://twitter.com/sbuxindonesia)
Instagram: Starbucks Indonesia

Experience The Starbucks® Excellence In Espresso This Autumn With The Specially Handcrafted Ristretto Bianco Espresso Beverage

Embark on a coffee journey with a rich, smooth and velvety beverage to add a luxurious touch to your latte

JAKARTA, INDONESIA, September 10, 2013 - This autumn, Starbucks® Indonesia launches the exquisitely handcrafted Ristretto Bianco espresso beverage. New to the Starbucks® espresso beverage line-up, Starbucks® Ristretto Bianco is the purest expression of luxurious, handcrafted perfection. Starbucks® Ristretto Bianco is a rich, pleasantly smooth and velvety espresso beverage in a fuller bodied shot with a deep, coffee-rich flavor. Also back by popular demand this autumn is Salted Caramel Mocha. Its creamy mix of espresso and velvety steamed milk, blended with mocha sauce and toffee nut flavored syrup, topped with whipped cream, buttery caramel sauce and a mixture of turbinado sugar and smoked sea salt, this flavorful beverage is sure to make your day.

Roger van Tongeren, general manager, Marketing and Communications said, "At Starbucks®, excellence in espresso is core to what we do. All of Starbucks® signature beverages around the world are made with Starbucks® Espresso Roast. We are continuously challenging ourselves to give customers an experience that is premium and reflects our passion for coffee. We believe that with the specially handcrafted Ristretto Bianco espresso beverage, we will take our customers on a coffee journey that will add an exquisite and a luxurious touch to their favorite latte."

Each handcrafted Ristretto Bianco features the deep, coffee-rich flavor of two Ristretto shots of Starbucks® signature high quality espresso roast and creamy whole milk, steamed to microfoam and free poured to a dot finish. Ristretto shots use the same grind and amount of coffee as a regular espresso shot, but less water is forced through the grounds producing a full-bodied, balanced, and pleasantly smooth shot. The milk has a velvety texture that makes this beverage perfect for customers who are looking to add a lavish touch to their latte ritual.

“Our passion for ensuring that every customer gets their perfect drink makes us obsessed with the quality of our coffee. The Ristretto Bianco espresso beverage reflects our passion as well as our constant endeavor to give our customers a superior coffee experience. We are excited to add the Ristretto Bianco to our line of espresso beverages and we believe that our customers will enjoy this specially handcrafted espresso beverage,” said Jeff Hansberry, president, Starbucks® China & Asia Pacific.

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About Starbucks®

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.

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 August 2013, Starbucks® has 160 stores in operations throughout Indonesia.

About PT Mitra Adiperkasa TBK

As of July 2013, MAP has operated 1,625 retail outlets in 56 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.