



# STARBUCKS®

## CHOCOLATE

FOR IMMEDIATE RELEASE

Jennifer Nau  
630.932.7987  
jennifern@jsha.com

Starbucks Media Hotline  
206.318.7100  
press@starbucks.com

### NEW STARBUCKS® CHOCOLATE DEBUTS: BLENDING PREMIUM ARTISAN-STYLE CHOCOLATE WITH AUTHENTIC COFFEEHOUSE FLAVORS

*When Coffee Dreams, It Dreams of Chocolate®*

**SEATTLE – March 4, 2008** – Starbucks Coffee Company (NASDAQ: SBUX) invites chocolate, coffee and tea enthusiasts to discover *Starbucks® Chocolate* – a new portfolio of artisan-style chocolate inspired by Starbucks® coffee, Tazo® tea and other authentic coffeehouse flavors. Debuting nationwide this month, consumers can experience and savor the Starbucks flavors they love, transformed into delicious chocolate.

Drawing upon the premium chocolate expertise of Artisan Confections Company, a wholly owned subsidiary of The Hershey Company, master chocolatiers have created a portfolio of chocolate that showcases the artistry of the bean-to-bar chocolate-making process and flavor experience of Starbucks. The chocolates are crafted with high-quality, flavorful cacao from around the world and then thoughtfully blended with premium natural ingredients, authentic Starbucks® coffee, Tazo tea and other authentic coffeehouse flavors. The result is an inspired collection of chocolates with artistic shapes, flavors and aromas that are uniquely Starbucks. The collection includes: signature dark, mocha and milk chocolate bars and tasting squares; Tazo® Chai, Passion and Citron tea-infused chocolate tasting squares; Caffè Mocha, Chai, Espresso, Caramel Macchiato and Madagascar Vanilla Bean Truffles; and Milk Chocolate Covered Caffè Verona® Coffee Beans.

“Chocolate has always been a special part of the coffeehouse experience,” said Wendy Piñero, vice president, consumer products, Starbucks Coffee Company. “We are excited to extend the *Starbucks Experience* into the world of premium chocolates with the same passion and care as we do our specialty coffees.”

Now available nationwide, *Starbucks Chocolate* retails for \$2.99 and up and will be sold at grocery, mass retailers, club and drugstores. The *Starbucks Chocolate* portfolio will not be available in Starbucks stores at this time.

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Together, Starbucks Coffee Company and The Hershey Company are working to make a positive difference in the world's cacao-growing regions. As part of this commitment and shared values, The Hershey Company has begun to pilot and implement Cocoa Practices, in addition to the company's current responsible sourcing initiatives. Cocoa Practices is Starbucks sustainable cocoa purchasing guidelines for Starbucks branded products, including *Starbucks Chocolate*. The effort encourages best practices in cocoa production among farmers, processors and exporters. The two companies are evaluating, identifying and supporting producers of quality, sustainably grown cacao. For more information, visit [www.starbucks.com/cocoa](http://www.starbucks.com/cocoa).

### **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 nearly 16,000 stores and more than 170,000 partners (employees) in 44 countries, Starbucks 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 The Hershey Company**

The Hershey Company (NYSE: HSY) is the largest North American manufacturer of quality chocolate and sugar confectionery products, with revenues of nearly \$5 billion and more than 13,000 employees worldwide. Artisan Confections Company, a wholly owned subsidiary of The Hershey Company, markets such premium chocolate offerings as Scharffen Berger, known for its high-cacao dark chocolate products, Joseph Schmidt, recognized for its fine, handcrafted chocolate gifts, and Dagoba, known for its high-quality natural and organic chocolate bars. Visit us at [www.hersheynewsroom.com](http://www.hersheynewsroom.com).

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