

Pitch Letter- Pitch letter will be addressed separately to each journalist.

Hello Dr. Thielen,

Hello Michael Coren,

Recycle Your Cup!

April 22, 2023 will be the launch of Starbucks new biodegradable cups. There will be an event to go with this launch. The event will take place in Seattle, home of the first Starbucks location from 10am-3pm with a full coffee bar and Starbucks usual menu. The event will be staffed by baristas who have earned their black apron from Starbucks, meaning they have gone through additional training. This launch event will also be the launch of two new Starbucks limited edition drinks that will be available from April 22, 2023 through September 5, 2023. This event is intentionally hosted on Earth day, as part of Starbucks new "protect the planet plan". This is to show Starbucks understands the criticism of having cups that cannot be recycled. Starbucks has heard the complaints and wants to begin the change towards a more environmentally friendly experience for their consumers. Attendees do not need to register, this event is scheduled to take place from 10am-3pm, or until supplies last. This is a one time special event. Join us on Earth Day for the launch of new cups to celebrate our planet. Thank you for considering this story.

Best,

Maddie Adams

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Fact Sheet



Starbucks
Contact Us: <https://customerservice.starbucks.com/sbux>
1(206)447-1575
<https://www.starbucks.com/>

FACT SHEET

Recycle your cup!

This launch event will be held on Earth Day April 22, 2023 from 10am-3pm. This event will be held in Seattle, Washington at the first Starbucks location. This event is to be held at the existing coffee shop making it easier to provide the full coffee bar as usual. This event will be staffed by baristas who have earned their black apron, which means they have completed additional training. This event is open to everyone, no registration is required. The event will be offered until supplies last. The event hours are 10:00am-3:00pm however the store will remain open for their normal hours: 7:00am-8:00pm. This event will launch the new biodegradable starbucks cups and two new seasonal drinks. Starbucks understands their cups need to be better in order to protect our environment. These biodegradable cups are the first step to their new “protect the planet plan.” The cups will be launched first at this event in Seattle, then launched to the rest of Washington state the following day. The cups will slowly begin to replace the old cups across Starbucks locations in the United States throughout the rest of the year, with hopes to completely transition to the new cup by April 2024 in the United States.

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Press Release

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Press Release: For Immediate Use

<https://www.starbucks.com/>

Recycle Your Cup!

Starbucks Coffee will be hosting a launch event for their new biodegradable cups. This event will take place on Earth Day, April 22, 2023 as part of their new “protect the planet program” initiative. This program includes switching all cups to ones that may be composted or recycled, less single use plastic in stores, and more environmentally friendly equipment at cafes. This event will have a full coffee bar as per usual, baristas will be wearing black aprons instead of green. Black aprons means the barista has received more training. Starbucks wants the best staff available for this event to showcase their serious tone towards their early phases of their new “protect the planet program”. The hope is all Starbucks stores in the United States will be using completely biodegradable cups by April 2024.

The event is open to everyone from 10:00am-3:00pm, with normal store hours at this location in Seattle, Washington from 7:00am-8:00pm. This is a great opportunity for Starbucks to prove they are environmentally conscious after receiving backlash from their product waste after many years.

This event will also launch the two new seasonal drinks which will be available in all stores in the United States from April 22, 2023 through September 5, 2023.

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Multi Media with Captions



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Starbucks Coffee launches “protect the planet plan” initiative on Earth Day 2023, including new biodegradable cups.



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Starbucks coffee to launch two new seasonal drinks on Earth Day to be enjoyed through new biodegradable cups.