

GOT AN IDEA?

VIEW IDEAS

IDEAS IN ACTION

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Launched

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Coconut Milk Is Here!

Feb 17, 2015
by Christine Barone

RSS



Thousands of you voted and commented about wanting a non-dairy, non-soy milk option, making it one of our **most popular My Starbucks Ideas** of all time. So we set out to find an option that offered the texture and experience of milk, plus a flavor to complement the richness of our espresso. We **tested coconut milk** in Cleveland, Oregon, and Los Angeles stores, seeking the input of countless customers and partners. The results were hugely successful, and we're excited to announce that starting today our certified vegan, gluten free, and non-GMO verified coconut milk is available as a customization for your favorite espresso, tea, and Frappuccino® beverages in Starbucks stores across the country, for an additional 60 cent charge.

Our Sumatra Coconut Milk is a creamy, delicious milk alternative to dairy and soy with none of the allergens of almond milk. We source only high quality, single-origin coconuts from the tropical Indonesian island of Sumatra, which allows our supplier to provide support for the farmers and their families through education and medical programs, as well as free housing. Similar to buying single-origin coffees, single-origin coconut milk imparts a flavor profile unique to the Sumatra region resulting in a consistently delicious tasting coconut milk.

Stop in to try your favorite drink with coconut milk and let us know what you think. I personally enjoy it in an iced vanilla latte, but I'd love to hear about some more creative ideas. And speaking of ideas, keep those ideas coming! We are always excited to hear what you'd like us to offer next.

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44 comments

Launched, Coffee & Espresso Drinks

bthomas116
2/17/2015 12:41 PM

Just tried it in a flat white. Delicious! I just wish you offered an unsweetened option. But I really appreciate that it is non-GMO verified and organic.

margnat
2/17/2015 3:56 PM

Yes, definitely appreciate non-GMO offering, but this option does many (arguably all) of us no good if it's full of sugar and other ingredients: Vote up idea here: mystarbucksidea.force.com/ideaview

Kaylinyogi
2/17/2015 6:20 PM

Organic? Great. Non-GMO? Awesome. Fair-trade? Also great. More than 13 ingredients for "high quality" coconut milk? Not so great. Carageenan??? Terrible! All natural coconut milk is already thick and creamy. There's no need to add a thickener that also is known to be carcinogenic (causing gastrointestinal cancers.) Adding water and then adding a thickener so harmful such as carrageenan seems very counter productive. If you don't want a watery consistency.. Just don't add water! If it ups the fat content.. Who cares? It'll be better for you and keep you fuller longer. I'm sure your customers won't mind! I might encourage all my fellow yogis to come get a drink with me. A drink I can feel confident in sharing with my loved ones.. Because yes. I do care about their health. I would like to see Starbucks use less ingredients in their coconut milk with no added sugar, corn?!?! (Why corn?), or harmful thickeners. That means please X the carageenan. We don't need it. Plant based vegans usually care a great deal about our health and when we asked for coconut milk, I promise you this isn't what we meant!

Almaverdugo
2/18/2015 12:48 AM

Thank you!!!!!! Now I hope us in all locations

garystravels
2/18/2015 2:58 PM

Just went to order this at my local store here in Georgia and was told they would not be offering it. Sad.....

coopbkc
2/18/2015 2:58 PM

I was so excited when I saw you are offering Coconut Milk. That excitement quickly deflated when I realized it was a pre-sweetened coconut beverage product instead.

With all the options for syrup you offer, some sugar-free, some regular, it would be great if we could have the option to sweeten this ourselves.

The brand So Delicious offers an unsweetened carageenan free options I would happily pay a little extra for.

Healnfire
2/18/2015 11:56 PM

I agree, with most about having unsweetened coconut milk. We just hope you don't think of us ungrateful.

carmenmiller
2/19/2015 10:56 AM

I am grateful we now have coconut milk, yes the additives are not great, but this is acceptable for now. Thank you Starbucks for listening to your customers!

MacGurug6
2/19/2015 9:16 PM

I was so enormously enthused about this, that is until I discovered that it contains carrageenan. Like others have said, coconut milk is plenty thick as it is; there is no reason to add a carcinogenic ingredient to an otherwise wonderful, organic product. I really hope that Starbucks realises this soon, because I'm beginning to find fewer and fewer reasons to continue patronising their stores.

laceylo
2/20/2015 10:08 AM

that is great to see other non dairy milk. I hope they launch in Canada soon. Or I will have to go to the competition. I like starbucks.

christamcd
2/20/2015 11:33 AM

Seems like commercial coconut milk (like Silk) all have sugar and carageenan or other thickeners in them.

Silk: Coconutmilk (Filtered Water, Coconut Cream), Cane Sugar, Natural Flavor, Carrageenan, Yam Flour Calcium Carbonate, Vitamin A Palmitate, Vitamin B12, Vitamin D2.

So Delicious : ORGANIC COCONUT MILK (WATER, ORGANIC COCONUT CREAM), ORGANIC DRIED CANE SYRUP, CALCIUM PHOSPHATE, MAGNESIUM PHOSPHATE, GUAR GUM, XANTHAN GUM, VITAMIN A ACETATE, VITAMIN D2, L-SELENOMETHIONINE (SELENIUM), ZINC OXIDE, FOLIC ACID, VITAMIN B12

trieste
2/20/2015 11:48 PM

It should just be in a thermos canister so anyone can try it and not pay more for it. Especially a gold member...thanks!!

trieste
2/20/2015 11:49 PM

P.S. Thanks as it was added on 2/17 my birthday!! Haven't seen it in Boston yet...

trieste

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2/20/2015 11:55 PM

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janandal52

2/21/2015 4:42 PM

I just tried my frappucino with coconut milk and it was awesome. It too wish it was unsweetened, but I'm just so glad I can have a frappucino again.

CoffeeHugger

2/23/2015 10:09 AM

Since I am lactose intolerant, this is a great way to allow me to still get my morning coffee between classes. In fact, coconut milk is always my go to option! Unfortunately, being a college student, money is tight and I can only afford to get coffee every so often. With this being said, when I found out that my Starbucks location was offering coconut milk, I made it a priority to go and check it out! When it was first introduced the milk was free, as in there were no additional charges. However, now that it's on the menu, it costs an additional \$.60?? I am already paying more for my cup of coffee since it is a franchise at a University, but now I'm also being charged extra because I can't drink milk?! I think Starbucks should consider getting rid of the additional charge since not everyone can drink milk and those who can't should not be charged more. Although I have thoroughly enjoyed the coffee from this particular location, and the coconut milk is a GREAT addition, I can no longer afford these prices. I will no longer be purchasing coffee from Starbucks until I know that my voice was heard and that they will take the price into consideration.

summershr

2/23/2015 10:57 AM

The fact that it is loaded with sugar is a huge disappointment. I am not sure if this offering is making a better milk alternative at all. It would be great to see unsweetened option.

map57

2/23/2015 11:17 PM

Wow! So happy this is reality! Did not know this!

Will sure give this a try next time I'm at the store near my home after work on Friday. What a way to start the weekend. Yay!

Wonder how it tastes in a flat white..hmmm decaf with choco drizzle on top and two Stevia?

M.P.

jmac

2/26/2015 9:36 AM

Who cares how it tastes when you see the ingredients. Anyone can make chemicals "taste good"!! Out of all the options you have to serve your customers you choose this one!!! So disappointed...have been waiting a long time for coconut or almond milk.

Quasha

2/26/2015 3:34 PM

Has added sugar :(

Anonymous

2/28/2015 10:48 AM



It is a major let down that your 'Coconut Milk' is loaded with additives. Such a ridiculous waste. The majority of coconut milk users are also label readers who have high standards of only consuming organic, NON-GMO, a very short ingredient list. Especially for something as easy as Coconut Milk. Thanks but no thanks!

LGY

3/2/2015 4:51 PM

Not all commercial coconut milk is sweetened. Both So Delicious and Trader Joe's sell unsweetened coconut milk

(look for "unsweetened" vs "original" flavor).

I do not understand the need for Starbucks to offer sweetened coconut milk. Since added sweeteners are available, why add sugar to begin with?

I tried an espresso at Starbucks this past weekend with coconut milk and it was very good. But now that I know it has quite a bit of sugar in it, I won't be trying again anytime soon.

Please offer the coconut milk as UNSweetened!

Shaeshae
3/4/2015 3:11 AM

I love coconut in my java frap! Now no tummy troubles and less calories!

corker
3/4/2015 8:44 AM

Totally agree with everyone about the sugar additives and carrageenan being not good in the coconut milk. When I have coconut milk in my latte, it tastes watery. Originally was very excited when I heard Starbucks finally listened and added a non dairy, non soy milk alternative. However, no happy with the choice.

Ridicki
3/4/2015 7:09 PM

like all things at starbucks taste good but not good for you

Ridicki
3/4/2015 7:10 PM

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Ridicki
3/4/2015 7:12 PM

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Ridicki
3/4/2015 7:15 PM

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RBEAR50
3/14/2015 1:01 AM

I agree. I was so thrilled to hear about the additon of coconut milk and so disappointed to learn it has sugar. Why not natural? I would opt for an unsweetened almond milk.

mochaloca844
3/15/2015 1:05 AM

I appreciate the non-gmo,fair trade, organic effort, however am disappointed by the choice of coconut milk as the alternative to soy and with an additional 60 cents . I come to my local Starbucks almost daily..I try to watch my soy intake and have been exploring other options. Unsweetened almond is by far the best alternative FOR ME. And honestly, considering several local mom and pop coffee/ya houses offer several non -dairy alternatives I have been shocked that Starbucks only had soy. ...and now coconut, which doesn't work for me. I'm very disappointed. And further, why must it cost 60 cents more when dairy milk is more expensive? Can we not go back to the days of the black card where if you earned so many in a year , you received benefits, like FREE NON DAIRY PRODUCTS? I know I'm not the only person that goes 25 out of 30 days a month .

lique
3/19/2015 6:09 PM

Kaylinyogi is soooright!!! Regular all natural coconut milk has no added junk and is so creamy and thick. I can make this tasteless watered down version of coconut milk and coffee at home.it's horrible with espresso and nasty in a latte.

Muckdiver
3/23/2015 11:55 AM

I did a taste test and could swear the coconut milk was sweetened but the barrister said no. So I tried a Flat White with coconut milk and it was sweet!

So I checked the web and sure enough Starbucks sweetened the coconut milk and reduced the fat content. Plus added other ingredients.

REAL Coconut Milk consists of coconut milk and water period!

So it turns out this is just another high sugar, low fat beverage like all the other beverages plaguing the US. Can Starbucks say obesity?

I am bummed.

Anonymous
3/26/2015 7:51 PM



I, too, am disappointed that the coconut milk is loaded with all the additives I've been trying to avoid. I would vote for almond milk as a better alternative. I do, however, appreciate Starbucks' efforts to offer various dairy substitutes to customers with a lactose intolerance.

bohan chang
3/28/2015 3:08 AM

www.mysurvey.tw/.../kYKbyn3n

hi, could you give me a head , I am a master's degree student at Taiwan,I am carrying out a final year research project at KUAS,investigating the relation between co-creation and customer experience

I would be most grateful if you could take the time to fill out this questionnaire. I realize you are busy, but I ask for 5-10 minutes of your time. Please do not rush, as your experiences are very important. Your input and opinions will be most valuable to this study. Any information that you provide is completely anonymous and will be treated with confidential.

pug doggie
3/29/2015 4:36 PM

great!!

Colliemom
4/14/2015 9:54 AM

Thank you but please no thickeners or added sugar! Restricted for those of us who can't have sugar for health reasons. Been waiting a long time for unsweetened almond or coconut milk option!

Sunshineburst7
5/10/2015 11:47 PM

Unsweetened Almond milk (or any Almond milk) would bring me in for my Lattes. I often slow down to pull in, and then drive on by or end up ordering tea since my only non dairy options are coconut and soy. Neither of which is an option for me. Please consider adding almond milk!!!

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