

February 4, 2015 Coffee & Beverages

Coconut Milk Available in U.S. Starbucks Stores Beginning February 17



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Providing a non-dairy alternative to dairy and soy is the second most requested customer idea of all time from MyStarbucksIdea.com, generating more than 84,000 votes. Starbucks will deliver this additional customization with the introduction of Starbucks Single Origin Sumatra Coconut Milk, a creamy, delicious alternative to dairy and soy for handcrafted beverages, available beginning February 17, in Starbucks US company-operated and licensed locations.

Starbucks coconut milk is certified vegan and made from single-origin coconuts from the tropical Indonesian island of Sumatra.

Through careful research and development including numerous recipes and taste tests, Starbucks product innovators found that the rich, creaminess of Coconut Milk is the best complement to Starbucks hot, iced and Frappuccino® beverages without the same allergen challenges present in almond milk.

"Delivering the options our customers want is always the highlight of my day," said Christine Barone, Starbucks vice president brewed espresso. "We have a high bar for anything we pair with our high quality espresso and this coconut milk is smooth and perfectly complements the coffee. I personally love it in an iced vanilla latte. We are excited to hear back what further customer and partner customization coconut milk inspires."

Starbucks keeps innovation relevant through constant communication with partners (employees) and customers. Partner engagement with coconut milk has been remarkable and was one indicator that coconut milk was a successful test at the end of 2014. Weeks before it is available in stores, social media reflects partner excitement; both for their personal consumption and because they are excited to bring it to their customers.

The idea for an additional dairy offering has been a daily request from customers, according to the [My Starbucks Idea Blog post](#) about the limited trial this past October. "Tried a latte with coconut milk today...AMAZING," said zipsgirl, MSI advocate. "I drink coconut milk by choice at home and I am thrilled Starbucks is carrying it. Please keep it!!"

Whether out of curiosity or dietary preference, those excited to try the new coconut milk can find it in stores beginning February 17, and can thank the more than 84,000 MSI advocates who voted for the idea. Starbucks is committed to continued innovation that facilitates further customization of the more than 170,000 beverage options available in stores. Share your ideas here: MyStarbucksIdea.com.

For more information on this news release, [contact us](#).