



Starbucks announces further commitments to health and wellness

Reducing sugar, simplifying ingredients and improving nutritional information for customers

7th January: Starbucks UK today announces further key health and wellness commitments as part of a foundational change to the global business that will help customers to make informed and improved nutritional choices. The latest innovation sees a review of product formulation in order to reduce sugar, simplify ingredients and improve nutritional information available to customers.

The health and wellness commitments have been developed in response to customer and partner feedback:

- Reducing average added sugar in indulgent drinks by 25% by the end of 2020
- Providing all beverage and food ingredient information online in 2016, as with nutrition

In 2015, Starbucks added the sugar-free natural sweetener, Truvia, to its condiment bars; increased the range of flavours of sugar-free syrups to three and introduced coconut milk as a second non-dairy alternative in addition to soy milk .

Already offering a wide variety of choice and customisation options (over 80,000 different drinks combinations), Starbucks UK has already made fundamental steps to offer choice and variety for customers such as; offering lighter options including the Refresha and Yogurt Frappuccino range; reducing salt and offering fruit as well as displaying nutritional information on menu boards and online.

Sara Bruce-Goodwin, Vice President Research and Development, Quality & Regulatory at Starbucks Coffee Company, said:

“We’ve heard from our customers that they are looking to reduce sugar when making choices. Over the next five years we plan to reduce average added sugar across our indulgent beverage range, while we continue to meet high expectations for consistent flavour and quality.

“We know our customers want information about how our products are made, the ingredients and nutritional information. By implementing these small changes over the next years, we hope to provide further guidance for customers to make the right choices for them.”

To find out more information on these announcements, visit: <https://news.starbucks.com/>