

FOR IMMEDIATE RELEASE

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**RELEASING THE MAGIC IN AN ALL NEW COLOR CHANGING, FLAVOR CHANGING
UNICORN FRAPPUCCINO**

Starbucks announced today the arrival of their brand new Unicorn Frappuccino. Starbucks is following the lead of the new trend of unicorn and rainbow themed food and drinks items that have taken social media by storm. Starbucks has made the decision to amp up this trend with this colorful and flavorful new menu item. The Unicorn Frappuccino will be available Wednesday, April 19 through Sunday, April 23 (while supplies last).

The Unicorn Frappuccino is made with blended vanilla cream base, then enhanced with the enchanted tastes of pink powder, mango syrup, and deliciously layered with sour blue drizzle. It is then topped with vanilla whipped cream and an additional dusting of the pink powder and blue drizzle.

The Frappuccino will start off purple with swirls of blue drizzle that will be heightened by the sweet, fruity, and occasionally sour taste. Magical as a unicorn, this drink will change color and flavor with every sip keeping your taste buds titillated and wanting more. If you give it a swirl incorporating all ingredients, the drink will become a fairylike pink. “Fruity and sour notes will kick off your spring in the right direction,” said beverage development manager Ryan Coombes “the contrast of sour and sweet will provide a delicious balance for this magical, one-of-a-kind beverage.”

The Unicorn Frappuccino will only be available for a limited time. Get yours from April 19-23 at all participating Starbucks stores in the United States, Canada, and Mexico. So get yours today and taste the magic for yourself.

To learning more about this new drink or other menu items at Starbucks, please visit www.starbucks.com

About Starbucks

Since 1971, Starbucks Coffee Company has been striving in the coffee market and providing customers with ethically obtained and the highest quality roasted coffee. There are more than 25,000 Starbucks locations around the world. This has allowed Starbucks to be the primary retailers of coffee in the world. Starbucks is committed to achieving excellence while also meeting our moral codes as a company. Starbucks brings this message to life through every cup.