



Winter & Spring 2021

Operator/Location Guide

Promotion Dates:
08 January – 10 May 2021

Start into the new year with an exciting new beverage and the popular Caramel Macchiato! Also available dairy-free!

Key Dates

05 – 07 January 2021

Product
Auto-shipment
Delivery

05 – 07 January 2021

POS Kits Delivery

08 January 2021

Campaign
Launch Date

10 May 2021

Campaign
End Date

Featured Products

You will receive one of the below POS kits depending on your Programme:

- Served Tall/Grande:
Kit 1: Vanilla Bean Macchiato and Caramel Macchiato
Kit 2: Dairy-free Vanilla Bean Macchiato and dairy-free Caramel Macchiato
- Served Short:
Kit 1: Vanilla Bean Macchiato
Kit 2: Dairy-free Vanilla Bean Macchiato



Additional Spring Strut Card

Copy: To help you create new excitement in the second half of the campaign, this POS kit also includes a strut card featuring either the Iced Caramel Macchiato or the Caramel Frappuccino® Blended Beverage. Please store the strut card in a safe place and display it from 08 March until 10 May 2021.



Product Auto-shipment

The products included in the auto-shipment bundle are detailed below. Please specify how many bundles you wish to order in an e-mail to StarbucksSupportEMENA@nestle.com.

Please dispense the Vanilla Bean drizzle from the sachet into the squeeze bottle before using it.

SKU	Description	Quantity per case
12473723	Starbucks Drizzle Vanilla Bean 4x700g	1 per bundle
12417991	SBUX Squeeze Bottle	1 per bundle

Please ensure that you have all ingredients that are required to make all beverages that are part of your Programme in stock. Core SKUs can be ordered via your normal ordering process.

Recipe Cards

HOW TO MAKE THE VANILLA BEAN MACCHIATO

Ingredients	Short	Tall	Grande	Venti
Starbucks® Espresso Roast	1 shot	2 shots	2 shots	3 shots
Vanilla Syrup	1 pump	2 pumps	3 pumps	4 pumps
Steamed Milk	Fill to 12mm (1/2") below rim			
Vanilla Bean Drizzle	Use a crosshatch and double-circle design			

Preparation – Automatic Machines
1. Add Vanilla Syrup.
2. Select Caramel Macchiato.
3. Top with Vanilla Bean Drizzle.

Preparation – Semi-Automatic Machines
1. Steam milk.
2. Add Vanilla Syrup.
3. Add steamed milk.
4. Add espresso shots (use shot glasses).
5. Top with Vanilla Bean Drizzle.



HOW TO MAKE THE CARAMEL MACCHIATO

Ingredients	Short	Tall	Grande	Venti
Starbucks® Espresso Roast	1 shot	2 shots	2 shots	3 shots
Vanilla Syrup	1 pump	2 pumps	3 pumps	4 pumps
Steamed Milk	Fill to 12mm (1/2") below rim			
Caramel Sauce	Use a crosshatch and double-circle design			

Preparation – Automatic Machines
1. Add Vanilla Syrup.
2. Select Caramel Macchiato.
3. Top with Caramel Sauce.

Preparation – Semi-Automatic Machines
1. Steam milk.
2. Add Vanilla Syrup.
3. Add steamed milk.
4. Add espresso shots (use shot glasses).
5. Top with Caramel Sauce.



Recipe Cards

HOW TO MAKE THE ICED CARAMEL MACCHIATO

Ingredients	Tall	Grande
Starbucks® Espresso Roast	2 shots	2 shots
Vanilla Syrup	2 pumps	3 pumps
Cold Milk	Add to 6mm (1/4") below the upper line	
Ice	Fill to 12mm (1/2") below rim	
Caramel Sauce	Use a crosshatch and double-circle design	

Preparation – Semi-Automatic Machines
1. Add Vanilla Syrup.
2. Add cold milk to cup.
3. Add ice.
4. Add espresso shots (use shot glasses).
5. Top with Caramel Sauce.

Preparation – Automatic Machines
1. Select correct cup size.
2. Add Vanilla Syrup.
3. Select Ice Caramel Macchiato.
4. Select Espresso.
5. Top with Caramel Sauce.
6. Place lid and serve.



HOW TO MAKE THE CARAMEL FRAPPUCCINO® BLENDED BEVERAGE

Ingredients	Tall	Grande
Frappuccino® Roast Soluble Coffee	2 pumps	3 pumps
Chilled Whole Milk	Fill to lower line	
Caramel Syrup	2 pumps	3 pumps
Ice	Level Scoop	
Coffee Frappuccino® Base	2 pumps	3 pumps
Whipped Cream	Top with whipped cream	
Caramel Sauce	Swirl horizontal lines on the inside of cup, starting at the base and working up the rim (2 swirls for tall, 3 for grande). Top with caramel sauce in a spiral pattern (5 spirals).	

Preparation
1. Add Frappuccino® Roast Soluble Coffee to cup.
2. Add chilled whole milk to cup.
3. Pour cup contents into blender pitcher.
4. Add syrup.
5. Add ice.
6. Add Coffee Frappuccino® Syrup Base.
7. Blend until smooth (press button #1).
8. Swirl horizontal lines on the inside of cup.
9. Pour mixture into cup.
10. Top with whipped cream.
11. Top with Caramel Sauce.



Approved Dairy Alternative Products

If your site serves dairy-free alternatives, you can choose one or several of the following:

- Soy
- Almond
- Oat
- Coconut

You can order the Starbucks dairy alternative products directly from us or you can source any of the dairy alternatives from the list of approved products below yourself.

Starbucks Dairy Alternatives:

UK SKU	Description	Quantity per case
12414901	Drink Almond	12 x 1L
12414902	Drink Oat	12 x 1L
12419622	Drink Coconut	12 x 1L

Approved Dairy Alternative Products:

OAT	ALMOND	COCONUT
Provitamin Oat Drink	Alpro Almond Unsweetened	Rude Health Coconut Drink Organic
Alpro Oat Original	Alpro Roasted Almond Unsweetened Pure Roast Taste No Sugar (Chilled)	Asda's Coconut
Asda Oat	Sainsbury's Almond Unsweetened	
Oatly Oat Drink – Whole	Blue Diamond Almond Breeze Unsweetened	
Oatly Oat Drink – Semi	Blue Diamond Almond Breeze Original	
Oatly Oat Drink – Barista		

Consumer-facing Marketing Assets

The table below outlines which POS assets belong to which branding unit.

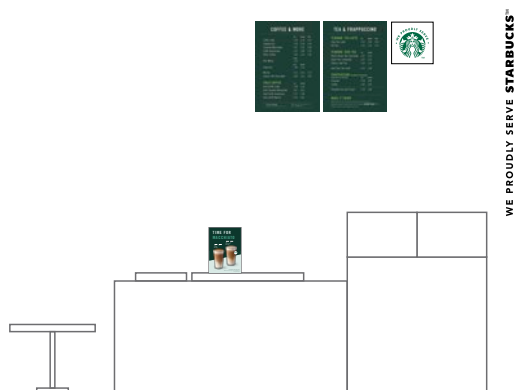
POS	Old Core Branding	New Core Branding	Elevated Branding	Modular Branding
2 A-frame Inserts		Y		Y
A4 Strut Card	Y	Y		
A4 Yupo Taco Panel			Y	Y
Menu Panel Sticker		Y		
Square Backdrop Tiles				Y

Display Guidelines

Please remove the Winter and Spring campaign POS assets on 10 May 2021 after close of business.

Note: The creatives shown below might differ from the POS kit you have received.

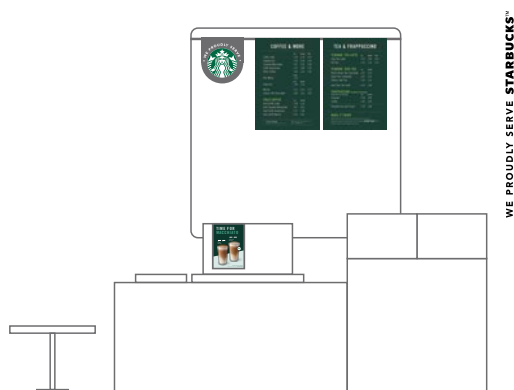
Old Core Branding



New Core Branding



Elevated Branding



Modular Branding



For more information, contact StarbucksSupportEMENA@nestle.com.

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