



## Summer 2019 Operator/Location Guide

Promotion Dates:  
09 May – 04 September

We are excited to bring the much loved Teavana™ Shaken Iced Tea Lemonades to *We Proudly Serve Starbucks™* sites.

The two delicious beverages, hand shaken with ice, are the perfect summer offering to delight your customers and reinvigorate your tea category.

### Key Dates

**22 - 26 April**

Product auto-shipment arrives.

**26 April**

All beverage components available to order on EWS.

**06 - 08 May**

POS kit arrives.

**09 May**

Teavana Shaken Iced Tea launch date.

**04 September**

Summer campaign end date.

### Featured Beverages



#### PEACH GREEN TEA LEMONADE

Teavana™ green tea blend, lemonade, and peach syrup hand-shaken with ice.



#### GREEN TEA LEMONADE

Teavana™ green tea blend, lemonade, and simple syrup hand-shaken with ice.

### Product Auto-Shipment

Please specify your auto-shipment bundle quantity to [StarbucksSupportEMENA@nestle.com](mailto:StarbucksSupportEMENA@nestle.com). Below are the items received in one bundle:

| Item SKU | Item Description                 | UOM       | QTY per Bundle |
|----------|----------------------------------|-----------|----------------|
| 11087078 | Shaker Infused Iced Tea*         | EA (1)    | 2              |
| 11090646 | Pitcher                          | EA (1)    | 1              |
| 11090650 | Pitcher Lid                      | EA (2)    | 1              |
| 11057390 | Green Iced Tea Filter Bag        | CASE (24) | 1              |
| 11096207 | Simple Syrup                     | CASE (6)  | 1              |
| 11072926 | Peach Syrup                      | CASE (6)  | 1              |
| 11062035 | Lemonade                         | CASE (8)  | 1              |
| 11011706 | Cold Beverage Station Syrup Pump | EA (5)    | 1              |

\*We recommend you order two shakers – one for each beverage.

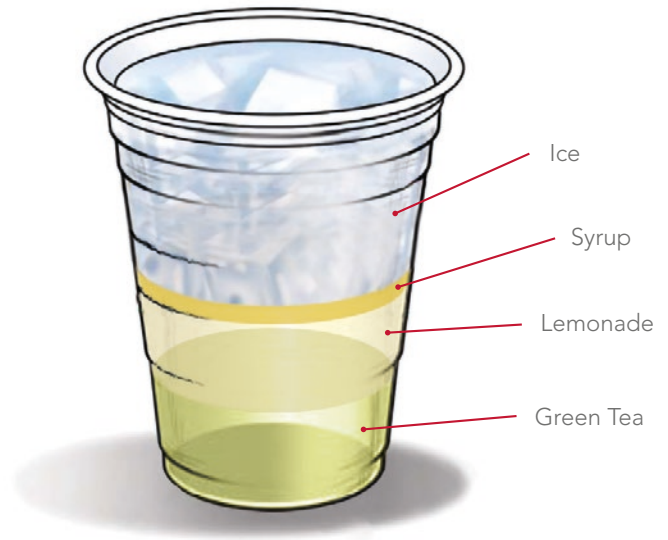
# Recipe Cards

## STEP 1: HOW TO BREW THE GREEN TEA

Before you can make the Shaken Iced Tea Lemonade, you need to brew the green tea.

1. Using tongs place one Green Tea filter bag into a clean 2-litre pitcher.
2. Add 1 litre of hot water.
3. Set a timer for 5 minutes.
4. Lift bag out of water with tongs and drain bag for approximately 10 seconds.
5. Add 1 scoop of ice; fill to the 2-litre mark with cold filtered water.
6. Mix well with a whisk for approximately 10 seconds.
7. Use the appropriate pitcher and label it with the shelf life (12 hours ambient).

This product should not be refrigerated as it will become 'cloudy'.



## STEP 2: HOW TO MAKE THE SHAKEN ICED TEA LEMONADES

Combine your brewed green tea with the remaining ingredients below.

### PEACH GREEN TEA LEMONADE

| Ingredients            | Tall                         | Grande  |
|------------------------|------------------------------|---------|
| Green Tea              | Pour to line 1 on the shaker |         |
| Lemonade               | Pour to line 2 on the shaker |         |
| Peach Syrup (CBS pump) | 3 pumps                      | 4 pumps |
| Ice                    | Add ice to line 4 on shaker  |         |

| Preparation  |
|--|
| 1. Pour Green Tea to line 1 on the shaker.             |
| 2. Pour Lemonade to line 2 on the shaker.              |
| 3. Pump Peach Syrup using CBS pump.                    |
| 4. Add Ice to line 4 on the shaker.                    |
| 5. Shake 10 times (up and down = 2 shakes).            |
| 6. Pour contents into cold cup. Place flat lid on cup. |
| 7. Present to customer with a straw.                   |

### GREEN TEA LEMONADE

| Ingredients             | Tall                         | Grande  |
|-------------------------|------------------------------|---------|
| Green Tea               | Pour to line 1 on the shaker |         |
| Lemonade                | Pour to line 2 on the shaker |         |
| Simple Syrup (CBS pump) | 3 pumps                      | 4 pumps |
| Ice                     | Add ice to line 4 on shaker  |         |

| Preparation  |
|--|
| 1. Pour Green Tea to line 1 on the shaker.             |
| 2. Pour Lemonade to line 2 on the shaker.              |
| 3. Pump Simple Syrup using CBS pump.                   |
| 4. Add Ice to line 4 on the shaker.                    |
| 5. Shake 10 times (up and down = 2 shakes).            |
| 6. Pour contents into cold cup. Place flat lid on cup. |
| 7. Present to customer with a straw.                   |

## Consumer Facing Marketing

| POS**              | New Core Branding sites | Old Core Branding sites | Elevated Branding |
|--------------------|-------------------------|-------------------------|-------------------|
| 2 A-board Inserts  | ✓                       | ✓                       |                   |
| A4 Strut Card      | ✓                       | ✓                       | ✓                 |
| Menu Panel Sticker | ✓                       |                         |                   |
| Table Talker       | ✓                       | ✓                       | ✓                 |

\*\*Campaign artwork may vary.

# Display Guidelines

Menu Board Sticker.

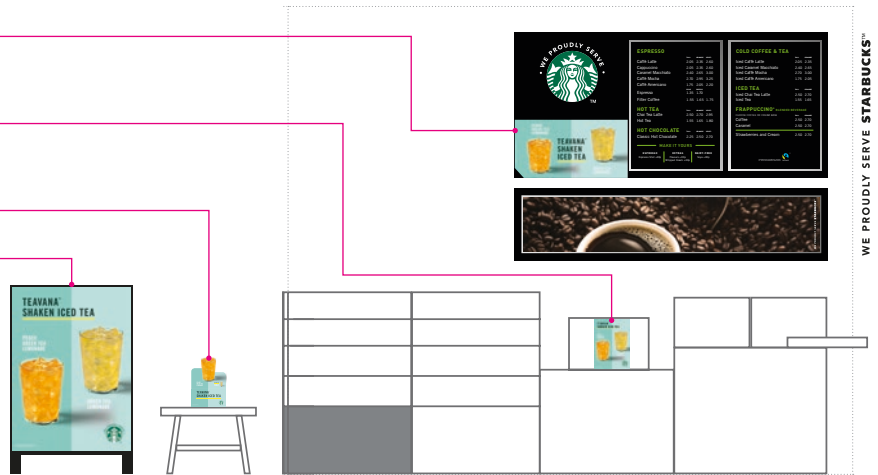
A4 strut card: To be displayed on the counter. No other strut cards should be on display during this time.

Table Talker: One per table only.

A-board: Placed near the entrance to the *We Proudly Serve Starbucks™* site.

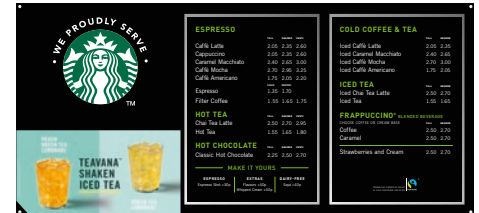
No POS assets should be placed in a public area outside the café.

**Note: Please remove the POS on 03 September 2019 after close of business.**



## Application Of The Menu Panel Sticker

- Remove clear lining film from the back of the sticker.
- Align sticker to the left hand corner of menu board so that the sides are flush with the sides of the menu board. The corner has been cut away to leave space for the screw in the menu board corner should there be one.
- Lay down sticker starting from the left hand edge working it into the board.
- Ensure you have smoothed the sticker over with your hand, removing any bubbles.
- This material is re-positionable so don't be afraid to pull it off and start again!



## Important: Menu Refresh

Teavana™ Shaken Iced Tea Lemonades are here to stay and we have therefore updated our menu boards to communicate the availability of these beverages all-year around.

To get your free menu refresh, please contact [StarbucksSupportEMENA@nestle.com](mailto:StarbucksSupportEMENA@nestle.com).

For more information, contact [StarbucksSupportEMENA@nestle.com](mailto:StarbucksSupportEMENA@nestle.com)

© 2019 Starbucks Coffee Company. All rights reserved. Société des Produits Nestlé S.A. is an authorised licensee of Starbucks.

Confidential. For Starbucks business purposes only. WPS\_SUM19\_xxxx\_en\_XXXXXX