

## FRONT

### Starbucks Justice Cup Pilot Program

The Justice Cup program will bring equality back to coffee by eliminating all additional charges on non-dairy milk at Starbucks

We're trying something new at select Starbucks locations! Present this voucher to your barista to waive the extra charge for non-dairy milk (soy, oat, almond, or coconut) in any Starbucks handcrafted beverage. Your order will help Starbucks roll out our new Justice Cup™ pricing nationwide.



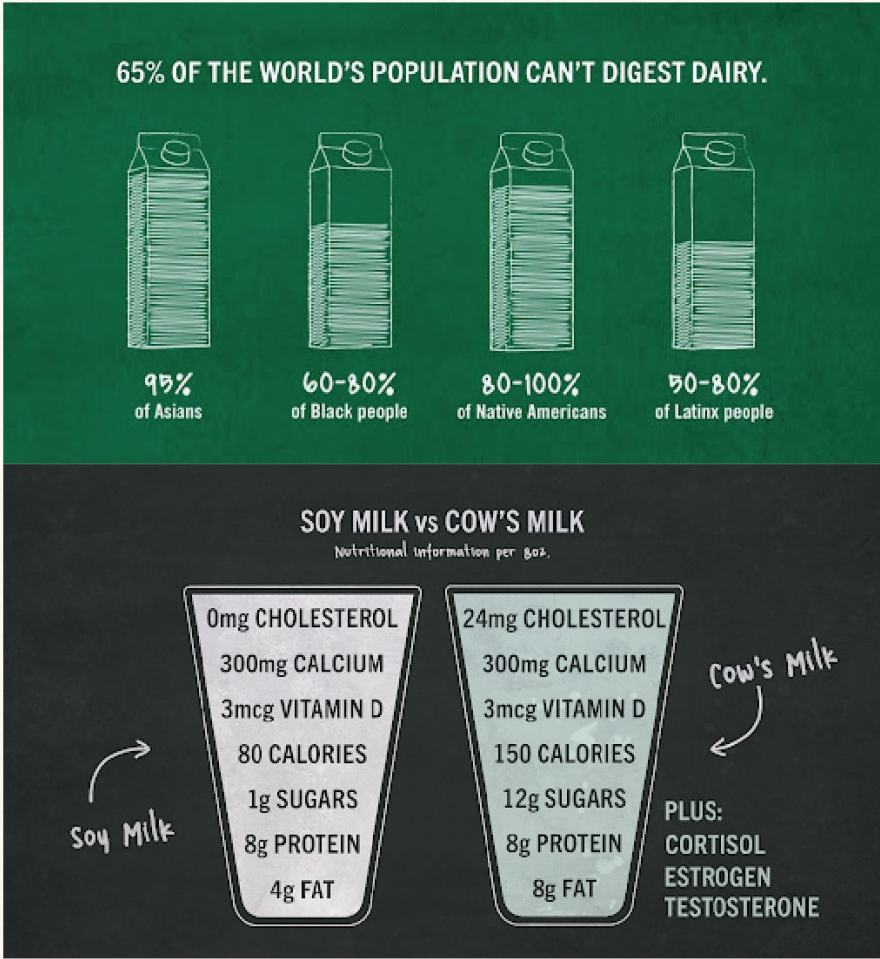
# Justice Cup



BACK (version 1)



We're proud of our non-dairy options, and we want to encourage *all* Starbucks customers to enjoy that first-sip feeling™ of a soy, oat, almond, or coconut milk handcrafted beverage!



**BACK (version 2)**

# STARBUCKS®

**We're proud of our non-dairy options**, and we want to encourage *all* Starbucks customers to enjoy that first-sip feeling™ of a soy, oat, almond, or coconut milk handcrafted beverage!

## **Why?**

- 70-95% of Black, Asian, Latinx, and Native American populations experience lactose intolerance. Charging equally for non-dairy options demonstrates Starbucks' commitment to inclusivity
- Dairy is a major contributor to climate change. Encouraging non-dairy options demonstrates Starbucks' commitment to becoming a resource positive company
- Dairy contains harmful saturated and trans fats that can cause chronic inflammation and heart disease. Starbucks wants *you* to be healthy

