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.
65% of the world’s population can’t digest dairy.

90% of Asians
40-80% of Black people
80-100% of Native Americans
50-80% of Latinx people

Soy Milk vs Cow’s Milk
Nutritional information per 8oz.

Soy Milk:
- 0mg Cholesterol
- 300mg Calcium
- 3mcg Vitamin D
- 80 Calories
- 1g Sugars
- 8g Protein
- 4g Fat

Cow’s Milk:
- 24mg Cholesterol
- 300mg Calcium
- 3mcg Vitamin D
- 150 Calories
- 12g Sugars
- 8g Protein
- 8g Fat

Plus:
- Cortisol
- Estrogen
- Testosterone

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!
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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.