



Starbucks Coffee Company  
2401 Utah Ave South  
Seattle WA 98134

7/15/2024

Starbucks' non-dairy upcharge is **hypocritical, exploitative, and discriminatory**.

You claim you have to charge more for non-dairy milk to recoup the additional cost of purchasing plant milk. However, data we sourced directly from Starbucks' operations shows your **minimum \$0.80 upcharge for almond milk** (the most popular non-dairy milk) is a **788% mark-up!**

The markup is **566%** for **soy milk** and **185%** for **oat milk**.

That's not "covering your costs," Starbucks—it's *predatory price-gouging!*

You already eliminated the upcharge in EMEA—*after* we launched our 2021 Justice Cup campaign. So, why are you still charging extra for non-dairy milk here in the US? Is your EMEA business managed more efficiently *and more ethically*? Or is it the **\$1 billion in money-grubbing revenue** that prevents you from doing the right thing?

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Your financial doublespeak on the upcharge is compounded by blatant **greenwashing**.

You have repeatedly stated that your *#1 strategy* for hitting your 2030 climate goals is "expanding plant-based menu options." However, you have actually **reduced the number of certified plant-based food items** on US menus *by 66%* since 2019.

Even worse—presumably to obscure your horrendous failure on all sustainability metrics, including GHG emissions, waste, energy, and water consumption—you **literally changed the 2019 baseline** in your FY22 and FY23 climate impact reports. Does the SEC and FTC know about that little shell game?

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Your non-dairy upcharge also amplifies the **systemic racism** that is endemic to Starbucks' culture. It penalizes customers with a debilitating genetic condition (lactose intolerance) who are **disproportionately people of color**.

**So, enough is enough!**

We demand you **DROP the non-dairy UPCHARGE** in *all markets*, once and for all.

We have developed a **nationwide public pressure campaign** against Starbucks leadership—calling for elimination of the upcharge.

We are working with **major media outlets** that are eager to spill the beans.

Our campaign kicks off **Monday, July 22** with a guerrilla activation designed to *grab the attention* of **Starbucks Partners** in your Seattle HQ.

We can still halt the campaign—if you announce that you will **DROP** the non-dairy **UPCHARGE**.

Otherwise, it's *full steam ahead!*

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This letter comes from the **SWITCH4GOOD** team, Board of Directors, and tens of thousands of Supporters.

We also speak for all **Starbucks Partners** and millions of customers who **expect YOU to do better!**



[switch4good.org/drop-the-upcharge/](https://switch4good.org/drop-the-upcharge/)