

Frappuccino®

blended beverage

Share Frappuccino® blended beverage through active sampling

In Starbucks retail stores, history has shown that one in five sampled beverages translates into a beverage sale. Sampling also improves your staff's product knowledge and comfort level with Frappuccino® blended beverages. Here are some ideas.

- Consider providing Frappuccino® blended beverage samples to your morning customers, encouraging them to visit in the afternoon for a pick-me-up. To prepare samples, make a Grande (16-oz.) Frappuccino® blended beverage and divide among 3.5-oz sample cups.
- Finish samples with whipped cream and a straw.
- One Grande yields four to six 3.5-oz samples.
(Note: Cut a full-size green straw into third to fit sample cups.)

Suggested retail pricing for Frappuccino® blended beverages

- Coffee Frappuccino blended beverage—\$3.00 to \$4.00
- Mocha Frappuccino blended beverage—\$3.50 to \$4.50
- Caramel Frappuccino blended beverage—\$3.50 to \$4.50
- Modifiers such as extra coffee or soy milk—Add \$.50

Frappuccino® blended beverage Nutritionals

Product Name	Size	Milk	Whip	Extras	Serving Size	Calories from Fat	Calories	Total Fat (g)	Saturated Fat (g)	Trans	Cholesterol (mg)	Sodium (mg)	Total Carbs (g)	Dietary Fiber (g)	Sugar (g)	Protein (g)	Vitamin A (%DV)	Vitamin C (%DV)	Calcium (%DV)	Iron (%DV)	Caffeine (mg)
Coffee Frappuccino® Blended Coffee	Grande	Nonfat	No Whip	N/A	16 fl. oz.	230	0	0	0	0	0	230	54	0	53	4	4	0	15	0	105
Coffee Frappuccino® Blended Coffee	Grande	2%	No Whip	N/A	16 fl. oz.	250	20	2	1	0	10	230	54	0	53	4	4	0	15	0	105
Coffee Frappuccino® Blended Coffee	Grande	Whole	No Whip	N/A	16 fl. oz.	260	30	3.5	2	0	10	230	54	0	53	4	4	0	10	0	105
Coffee Frappuccino® Blended Coffee	Grande	Soy	No Whip	N/A	16 fl. oz.	250	15	1.5	0	0	0	220	55	0	53	3	4	0	15	4	105
Caramel Frappuccino® Blended Coffee	Grande	Nonfat	No Whip	N/A	16 fl. oz.	250	0	0	0	0	0	230	58	0	57	4	4	0	15	0	100
Caramel Frappuccino® Blended Coffee	Grande	2%	No Whip	N/A	16 fl. oz.	250	20	2	1	0	10	230	58	0	57	4	4	0	15	0	100
Caramel Frappuccino® Blended Coffee	Grande	Whole	No Whip	N/A	16 fl. oz.	280	30	3.5	2	0	10	230	58	0	57	3	4	0	10	0	100
Caramel Frappuccino® Blended Coffee	Grande	Soy	No Whip	N/A	16 fl. oz.	270	15	1.5	0	0	0	220	60	0	57	3	4	0	15	4	100
Mocha Frappuccino® Blended Coffee	Grande	Nonfat	No Whip	N/A	16 fl. oz.	270	5	0	0	0	0	220	63	1	60	4	4	0	15	4	100
Mocha Frappuccino® Blended Coffee	Grande	2%	No Whip	N/A	16 fl. oz.	290	20	2.5	1	0	10	230	63	1	60	4	4	0	15	4	100
Mocha Frappuccino® Blended Coffee	Grande	Whole	No Whip	N/A	16 fl. oz.	300	30	3.5	2	0	10	220	63	1	60	4	4	0	10	4	100
Mocha Frappuccino® Blended Coffee	Grande	Soy	No Whip	N/A	16 fl. oz.	290	15	2	0	0	0	220	65	1	60	4	4	0	15	6	100

Messaging Frappuccino® blended beverages

To preserve our trademark and align all Starbucks® communication, say or post the names on menus and menu boards this way:

- Caramel Frappuccino® blended beverage
- Mocha Frappuccino® blended beverage
- Coffee Frappuccino® blended beverage

Any logo usage outside of what is provided by Starbucks will not be allowed.

Enjoy promoting and selling Frappuccino® blended beverages.

