

Customization is at the heart of the Starbucks Experience and provides more than 170,000 ways for baristas to customize our customers' beverage and meet their nutritional preferences. Additionally, Starbucks met its commitment to reduce the added sugar in indulgent beverages by 25% by the end of 2020. The company is making even more progress through beverage innovation and new menu introductions that deliver on taste, are lower in sugar and provide customization.