



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

January 24, 2020

Kevin Johnson, CEO
Starbucks

Dear Mr. Johnson,

I'm writing on behalf of PETA and our more than 6.5 million members and supporters worldwide to commend your decision to push consumers to choose milk made from almonds, coconuts, soybeans, or oats. However, media reports indicate that Starbucks simply plans to *lower the cost* of adding dairy-free milk to its drinks, not eliminate the surcharge entirely. We hope this isn't the case.

If Starbucks wants to cut its carbon footprint, help stop the climate-fueled fires in Australia, and earn the respect and support of caring consumers, it will need to stop charging extra for vegan milk. As you know, Starbucks in the U.K. and many other coffee chains—including Tim Hortons, Stumptown Coffee Roasters, BIGGBY COFFEE, Noah's New York Bagels, Philz Coffee, and Costa Coffee—offer dairy-free milk for drinks at no extra charge.

Starbucks can afford to do the same. Otherwise, it will appear that you're simply using the climate crisis as a way to make money. Compassionate, environmentally friendly consumers won't be fooled by hollow marketing tactics and empty promises.

Please let me know—so I can let our members and supporters know—that Starbucks will no longer be upcharging for vegan milk. Thank you for your prompt attention to this matter.

Sincerely,

Tracy Reiman
Executive Vice President
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