

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

September 9, 2024

Brian Niccol
CEO
Starbucks Corporation

Dear Mr. Niccol:

Congratulations on your new position at Starbucks, on behalf of People for the Ethical Treatment of Animals (PETA) and our millions of members and supporters worldwide. You give us hope! We're suspending our campaign against Starbucks immediately as we await your word on the on the issue of the upcharge for plant-based milks.

You may know that we've long been fans of Chipotle. Not only did we name it [Best Fast-Food Chain](#) and [Most Vegan-Friendly Restaurant Chain](#) in our PETA Libby Awards, we also spotlighted its vegan options in [PETA Living](#) blog posts and [gave away](#) your delicious vegan burritos to countless hospital workers during the pandemic.

I'm writing now because we believe you clearly understand the importance of vegan options and will not penalize those who choose them. We appreciate that at Chipotle, most meat options are priced higher than vegan ones. In contrast, Starbucks punishes anyone who avoids dairy for ethical, environmental, medical, or religious reasons by adding an outrageous upcharge of up to 90 cents for vegan milks, driving away both potential and longtime customers and infuriating people, including our patron Paul McCartney, whose billboard can be seen [here](#).

Starbucks in the Czech Republic, France, Germany, Poland, the U.K., and elsewhere has ditched the plant milk surcharge. And while dairy subsidies may make cow's milk cheaper than vegan versions, we suggested—if the bottom line is the only criterion—increasing the price of cow's milk to end that upcharge.

To date, over 160,000 people have [signed PETA's action alert](#) in support of ending the upcharge, "[polar bears](#)" have been seen picketing Starbucks shops over the climate impact of trying to dissuade people from choosing plant milks, and a monk along with actor [James Cromwell glued their hands](#) to a Starbucks store countertop to protest the upcharge. Still others have [encased their feet in concrete blocks](#) in Starbucks drive-throughs, and earlier this year a 13-year-old child was [wrongfully arrested](#) at a Starbucks in Florida and is contemplating a lawsuit as I write. Local advocates in Seattle regularly protest inside the Starbucks Reserve Roastery. In other words, people care about being treated

Washington1536 16th St. N.W.
Washington, DC 20036
202-483-PETA**Los Angeles**2154 W. Sunset Blvd.
Los Angeles, CA 90026
323-644-PETA**Norfolk**501 Front St.
Norfolk, VA 23510
757-622-PETAInfo@peta.org
PETA.org**Entities**

- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Switzerland
- PETA Netherlands
- PETA Foundation (U.K.)

fairly at Starbucks and would like to see the plant milk upcharge go. We hope you'll put the company back on a popular and ethical path.

You have many former customers who are eager to return to Starbucks. We'd be happy to meet or take a call to answer any questions or provide additional information. Thank you for your consideration and, again, all the best in your new role.

Sincerely,

A handwritten signature in black ink that reads "Tracy Reiman". The signature is written in a cursive, flowing style.

Tracy Reiman
Executive Vice President