

FOOD & BEVERAGE

Starbucks cutting upcharge for milk substitutes, adding increase to dairy-based drinks



Provided

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In an effort to "eradicate dietary racism," Starbucks is ending the upcharge for plant-based milk but adding a charge for dairy-based beverages, according to a company press release.

The initiative reflects the fact that 65% of the world's population cannot digest dairy — a condition known as lactose intolerance — which disproportionately affects Black, Indigenous and People of Color communities, said Blaine Stevenson, Starbucks equality innovations director.

"Starbucks is taking the initiative to apologize for having perpetuated deeply rooted systemic inequalities in our pricing of plant-based milk, and we commit

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declare their support for innovation, sustainability and equality — and is the first initiative of the newly created Starbucks Cares, an internal division tasked with centralizing the company's efforts to advance diversity, equity and inclusion. The Justice Cup is available at participating Starbucks stores in the U.S. and Canada.

Encouraging customers to try non-dairy options at a fair price — and implementing an added charge on dairy — moves Starbucks closer to its goal of cutting carbon, water, and waste footprints in half by 2030, according to the release. By relieving some of the pressures placed on the earth by the resource-intensive dairy industry, Starbucks is taking strong steps toward becoming a resource-positive company that takes less and gives more to the planet in every aspect of its business.

Starbucks' new milk pricing will go into effect on Jan. 1, 2022, in all U.S. and Canada Starbucks locations and will roll out in international markets in the future.

Starbucks has over 33,000 stores worldwide.

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