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## No, Starbucks isn't nixing an extra charge for plant-based milk

Go back to crying in your beer, er, plant-based milk. News that Starbucks plans to nix a 70-cent charge starting January 1 is false, the company confirmed.



[Photo: courtesy of Starbucks]





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BY ZLATI MEYER

1 MINUTE READ

Go back to crying in your beer, er, plant-based milk.

News that [Starbucks](#) plans to nix a 70-cent charge for adding almond, soy, and oat milks to its coffees and other hot and cold beverages starting January 1 is false, the company confirmed to *Fast Company*.

The Seattle-based coffee chain clarified after reports of the non-dairy news appeared, among other places in *Business Insider* and the trade news website *QSR*.

The bogus announcement alleged that Starbucks was making the change as part of its desire to eliminate “dietary racism.”

While some people opt for [plant-based milks](#) due to veganism or a desire to avoid dairy, many have no choice due to their lactose intolerance, which makes it hard for them to digest the sugar found in milk products.

An estimated 68% of the world’s population has lactose malabsorption issues, according to the [National Institutes of Health](#), and people of color are more likely to have lactose intolerance.

Non-dairy milk debuted at Starbucks in 1997, when soy milk was added to the menu, according to the company website. Coconut milk joined the line-up in 2015, followed by oat milk this year.

As Americans continue to embrace healthier lifestyles, interest in alternative milks grows. According to the market research firm Global Market Insights, global plant-based milk’s market value is expected to top \$21 billion by 2026.

This is hardly the first time media outlets have fallen for bogus press releases. For example, in September, [a fake Walmart news release](#) gained traction, announcing the retail giant was going to start accepting litecoin.

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