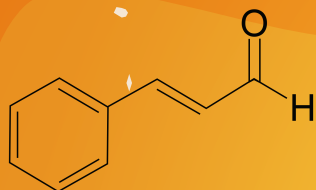


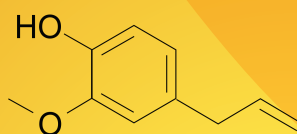
WHAT'S THE DEAL WITH PUMPKIN SPICE?

What do you mean there's no pumpkin in here?? Here is your reminder. There is no actual pumpkin in pumpkin spice. Instead, you are getting a combination of spices including:

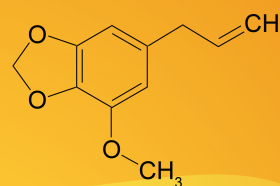
Cinnamon
(Cinnamaldehyde)



Clove & Allspice
(Eugenol)



Nutmeg
(Myristicin)



Ginger
(Zingiberene)



Selling Power

On average, Starbucks sells about 20 million pumpkin spice lattes a year*

Show me the money!

The sale of pumpkin spice products is more than half a billion dollars annually!



It's not a recent development

According to Chicagoist, spice companies like McCormick started bundling common spices used in pumpkin pie as "pumpkin pie spice" in the 1950s**

Where's the spice?

You can find pumpkin spice in everything from your morning coffee to your dinner