

Starbucks and Peanuts collaboration around the globe

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Starbucks and Peanuts have come together to launch a global brand partnership that celebrates kindness, coffee and community. Starting March 25, Starbucks stores in more than 80 per cent of its markets around the world will introduce an

exclusive line of Peanuts-inspired merchandise, beverages and food. Â

This joyful collaboration will feature the Peanuts gang, as well as the Snoopy persona, Joe Kind Snoopy, available exclusively at Starbucks. Inspired by Peanuts's core of community and kindness and Starbucks's commitment to making a positive impact in the communities it serves, the promotion celebrates the belief that even the smallest acts of goodwill can have a profound impact on people's lives.

Available throughout April, the partnership will coincide with Starbucks' annual Global Month of Good, a time-honoured tradition spanning over 15 years in which partners (employees) around the world come together to help make a difference and contribute positively to the communities Starbucks serves.

This year, building on Starbucks' commitment to hunger relief, the company will also donate 100 meals to local beneficiaries via The Global FoodBanking Network for every hour that partners volunteer with eligible non-profits supporting hunger relief, food waste reduction or food rescue in April.