

Starbucks launches Green Planet biodegradable, plant-based straws in Japan

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Starbucks has introduced new biodegradable, plant-based straws to stores in Japan, another important action in support of the company's environmental promise to be resource-positive and commitment to reduce waste by half by 2030.

The new straw is made from Green Planet, a plant-based biodegradable biopolymer. Utilising plant oils as its main component instead of oil derivatives, the new straw degrades naturally into CO₂ and water by microorganisms living in seawater and soil, mitigating issues of ocean pollution with waste plastics including microplastics. Through its lifecycle, the Green Planet straws emit less carbon dioxide (CO₂) than the FSC-certified paper straw that Starbucks serves today, resulting in half the weight of discarded straws from Starbucks stores.

This innovation comes as Starbucks delivers its experience one cup and one store at a time at all stores across Japan every day. The company developed these new straws with valuable input from Partners and Customers to balance environmental impact with user experience. Strength, durability and a smooth feel were front and centre in their design, along with maintaining the iconic Starbucks green colour.

Green Planet straws are currently in 32 Starbucks stores in Okinawa Prefecture for customers who purchase iced beverages, such as Frappuccino. They will be available in all Starbucks locations across Japan starting in March 2025. This will be followed by the launch of a thicker straw for seasonal Frappuccino beverages in all Japan stores by early April 2025.