



Starbucks Singapore marks 30 years with Pumpkin Spice Latte, Jay Chou and Peanuts collections

Description

Three decades in, **Starbucks Singapore** is turning the spotlight on its regulars. The coffee chain has kicked off its *30 Years of Shared Moments* campaign, a milestone celebration of the customers, partners and communities who have gathered over coffee since the brand first opened here. It arrives alongside the return of the Pumpkin Spice Latte and two headline merchandise collaborations, with Peanuts and Mandopop icon Jay Chou.



30 Years of Shared Moments



Tell us your favorite Starbucks moment
and unlock a surprise treat

Plus win exclusive prizes if your story is selected

Starbucks Singapore 30 Years of Shared Moments (Image: Starbucks Singapore)

Share a memory, win a year of coffee moments

From 9 September, customers are invited to share their favourite Starbucks moments at starbuckssingapore30th.com. Selected submissions will be featured as part of the anniversary celebrations, and winners walk away with 30 complimentary handcrafted beverages plus an exclusive Starbucks 30th Anniversary gift. Every participant also receives a mystery thank-you treat.



Starbucks Singapore 30th anniversary (Image: Starbucks Singapore)

A classic returns: the Pumpkin Spice Latte

Also back from 9 September is the seasonal favourite, the Pumpkin Spice Latte, a blend of signature espresso and steamed milk topped with pumpkin spice sauce, whipped cream and a dusting of pumpkin pie topping. Suited to the Singapore weather, it comes in cold formats too, including the Pumpkin Spice Oatmilk Iced Shaken Latte, Pumpkin Spice Coffee Frappuccino, Pumpkin Spice Cold Brew and Nitro Pumpkin Spice Cold Brew. It is available at all stores and via Mobile Order & Pay, as well as GrabFood and Foodpanda (Nitro excepted), while stocks last.

Jay Chou joins the celebration



Jay Chou x Starbucks collection (Image: Starbucks Singapore)

The headline collaboration is a Jay Chou x Starbucks collection, launching 9 September. Expect a lineup of drinkware and collectibles carrying the Mandopop star's signature aesthetic, giving fans a new way to mark the anniversary.

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Jay Chou x Starbucks Singapore (Image: Starbucks Singapore)

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Jay Chou x Starbucks tumbler (Image: Starbucks Singapore)

The Great Pumpkin arrives with Peanuts

From 15 September, the Peanuts + Starbucks Collection lands, inspired by the 1966 Halloween special *It's the Great Pumpkin, Charlie Brown*. The 10-piece range features beloved characters alongside the mythical Great Pumpkin, including a limited-edition Snoopy Glass Cold Cup with a Woodstock straw topper, a pumpkin-coloured hat and a seasonal green scarf, plus a die-cut Snoopy Starbucks Card.

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Jay Chou x Starbucks merchandise (Image: Starbucks Singapore)

Whether you are in it for the coffee, the collectibles or the nostalgia, there is plenty to mark the milestone. For more from the brand, revisit the [Starbucks 30 Years adventure journal and pins](#) and the [Starbucks Mid-Autumn mooncake collection](#). Craving something more substantial? See what is on at [CLOVE's Taste of Korea buffet](#).

Date Created

09/09/2026

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