Starbucks Singapore Launches Protein Cold Foam From 7 October

Description

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Starbucks Singapore is giving its iced coffee and matcha regulars a protein boost. From **7 October 2026**, customers can add **Protein Cold Foam** to their favourite iced beverages for just S$2, as part of a wider line-up of protein add-ons rolling out across all outlets, Mobile Order & Pay, and delivery via Starbucks Delivers, GrabFood and Foodpanda.

Crafted from whey protein and a dairy base, the cold foam is designed to sit on top of an iced drink much like the usual version, just with up to 12g of extra protein folded in. It comes in five flavours: Chocolate, Vanilla, Caramel, Salted Caramel and Hazelnut, so it is less a new drink than a top-up for the orders regulars already have memorised. For those who want more than a topping, Starbucks is also introducing **Protein Milk**, which blends protein powder directly into the milk base and adds 21g of protein to every Tall-sized hot or iced beverage.

Three ways to try it

Starbucks has built three signature pairings around the new cold foam so customers have a starting point before customising their own order:

- **Iced Vanilla Cream Protein Matcha Latte** â?? smooth matcha finished with Vanilla Protein Cold Foam, around 21g of protein in a Tall.

- **Iced Vanilla Cream Protein Latte** â?? a classic iced latte topped with the same Vanilla Protein Cold Foam, about 18g of protein in a Tall.
- **Iced Chocolate Cream Protein Americano** â?? bold espresso with Chocolate Protein Cold Foam, roughly 11g of protein in a Tall.

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Worth noting for anyone ordering on the go: the Chocolate Protein Cold Foam and the Iced Chocolate Cream Protein Americano are in-store exclusives and are not available through delivery. Everything else on the list can be customised into an existing order at no extra steps beyond asking for the add-on.

Starbucks is pairing the drinks push with a handful of protein-leaning food items already on the Singapore menu, including the Rosemary Chicken & Emmental Cheese Croissant (20g protein), the Egg White, Roasted Pepper, Mushroom & Cheddar Wrap (24g protein), the Chicken Ham & Cheese Egg Crepe Wrap (21g protein) and the Pulled Chicken Croissant (21g protein) â?? useful if the goal is a proper protein-forward breakfast rather than just a stronger coffee.

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The timing lines up with Singaporeâ??s ongoing high-protein diet trend, which has already pushed chains from bubble tea shops to bakeries to add protein variants to their menus. Starbucksâ?? approach keeps it simple: rather than launching an entirely new drink category, it lets customers upgrade the existing seasonal menu they already order. It also arrives not long after the brandâ??s 1-for-1 Venti promotion for Starbucks Rewards members, continuing a busy stretch of menu activity heading into the final quarter of the year.

Quick facts:
Launch date: 7 October 2026
Protein Cold Foam add-on: S$2, up to 12g protein, five flavours
Protein Milk add-on: up to 21g protein per Tall serving
Where: All Starbucks Singapore stores, Mobile Order & Pay, Starbucks Delivers, GrabFood and Foodpanda (select items in-store only)
More info: starbucks.com

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Author
meichua

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