

# Hunting, the Starbucks way



(Left) We did it! 1st place winners - Lazy Stuff team, jubilant after their win during the prize giving ceremony at Darul Ehsan Club, Ampang. Happiness is in winning! 2nd placed - 'Gang Green' team in high spirits.

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SOME 400 Starbucks coffee lovers had the time of their lives hunting around Klang Valley and Petaling Jaya last Saturday, thanks to 'Starbucks Summer Hunt for Fun'.

Organised by Berjaya Starbucks Coffee with support from several sponsors, the hunt was the first in 14 years of its operation.

"When this idea first came up, I only targeted ten teams. Two days before the actual event, there were already 100 teams registered.

"Starbucks Summer Hunt for Fun is part of our reward programme to all - and thus is a way to express our appreciation and give thanks to our friends for their continuous support," said Berjaya Starbucks Coffee chief executive officer Sydney Quays.

Celebrity guest Jojo Struys who also

participated in the hunt, described the hunt as a "thrilling amazing race like event".

"This is indeed a unique combination as it provides fellow Starbucks lovers with an opportunity to get to know our city roads via an innovative car hunt concept whilst being able to savour all of my utmost favourite Starbucks refreshments," she said.

At 8am, the 100 teams of four was flagged off at the Starbucks outlet located at Tropicana City Mall.

The six hours hunt ended at Kelab Darul Ehsan where they were greeted by Starbucks cakes and their latest summer menu - red bean plus green tea frappuccino and hojicha plus tea jelly frappuccino - as well as lunch.

Sunny Hunters, the team from theSun, clinched first prize under the media and celebrity category, bringing home a total of RM1,000 and a Starbucks hamper.

The second and third place of the same category went to teams Hot Stuff and Harian Metro, each bringing home Starbucks hamper and cash prizes worth RM800 and RM600 respectively.

The customer category saw a close calls throughout the hunt and the top 10 teams went home with vouchers and cash prizes worth over RM9,000.

Team Psychedelic Pink Pandas which consisted of group members dressed in cardboard cutouts of Starbucks cups, won the first prize and brought home RM2,000 worth of cash prize and vouchers.

Coming in second and third for the customer category were teams Gang Green and The Crazy Antz, each bringing home vouchers and cash prizes of RM1,600 and RM1,400 respectively.

Winning team leader Teh Hann Tsong, was

thankful to have joined the hunt with his friends.

"One of us found out about it from a Starbucks outlet and went on to check for the details at the Facebook page. One thing led to another and the next thing we knew, we were the champions of the hunt!

"We occasionally join treasure hunts and I've got to say, this is one of those that we really enjoyed. Our welfare were well-taken care off and it was very well-organised on the whole," said Teoh.

Team The Enterprise which saw its members dressed in summer-themed outfit won the best dressed prize and brought home cash

prize of RM500 and a Starbucks hamper.

The grand prize for the lucky draw session went to J-son Lee who went home with a holiday package to Krabi for two worth RM7,000.

At the closure event, the Starbucks Malaysia YouTube channel was launched.

"We hope by having this (YouTube channel), we'll be able to connect and interact even better with our loyal customers," said Quays before revealing the first video to everyone present at the event.

A video contest called "What is Starbucks to you?" was also announced and the first prize winner will be entitled to a whole year of Starbucks drinks.

Further details of the contest can be found on Starbucks Malaysia Facebook page at [www.facebook.com/StarbucksMalaysia](http://www.facebook.com/StarbucksMalaysia).

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