



# Starbucks Company Profile

August 2012

## The Starbucks Story

Our story began in 1971. Back then we were a roaster and retailer of whole bean and ground coffee, tea and spices with a single store in Seattle's Pike Place Market.

Today, we are privileged to connect with millions of customers every day with exceptional products and nearly 18,000 retail stores in 60 countries.

## Folklore

Starbucks is named after the first mate in Herman Melville's *Moby Dick*. Our logo is also inspired by the sea – featuring a twin-tailed siren from Greek mythology.

## Starbucks Mission

Our mission: to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

## Our Coffee

We've always believed in serving the best coffee possible. It's our goal for all of our coffee to be grown under the highest standards of quality, using ethical sourcing practices. Our coffee buyers personally travel to coffee farms in Latin America, Africa and Asia to select the highest quality beans. And our master roasters bring out the balance and rich flavor of the beans through the signature Starbucks Roast.

## Our Stores

Our stores are a neighborhood gathering place for meeting friends and family. Our customers enjoy quality service, an inviting atmosphere and an exceptional cup of coffee.

**Total stores: 17,651\* (as of July 1, 2012)**

Argentina, Aruba, Australia, Austria, Bahamas, Bahrain, Belgium, Brazil, Bulgaria, Canada, Chile, China, Costa Rica, Curacao, Cyprus, Czech Republic, Denmark, Egypt, El Salvador, England, Finland, France, Germany, Greece, Guatemala, Hong Kong/Macau, Hungary, Indonesia, Ireland, Japan, Jordan, Kuwait, Lebanon, Malaysia, Mexico, Morocco, New Zealand, Netherlands, Northern Ireland, Oman, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Scotland, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United States and Wales.

## Our Partners

We offer the finest coffees in the world, grown, prepared and served by the finest people. Our employees, who we call partners, are at the heart of the *Starbucks Experience*.

We believe in treating our partners with respect and dignity. We are proud to offer two landmark programs for our partners: comprehensive health coverage for eligible full- and part-time partners and equity in the company through *Bean Stock*.

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\* Includes Starbucks Coffee, Seattle's Best Coffee and Evolution Fresh locations.

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## Our Products

Starbucks offers a range of exceptional products that customers enjoy in our stores, at home, and on the go.

**Coffee:** More than 30 blends and single-origin premium coffees.

**Handcrafted Beverages:** Fresh-brewed coffee, hot and iced espresso beverages, Frappuccino® coffee and non-coffee blended beverages, smoothies and Tazo® teas.

**Merchandise:** Coffee- and tea-brewing equipment, mugs and accessories, packaged goods, music, books and gifts.

**Fresh Food:** Baked pastries, sandwiches, salads, oatmeal, yogurt parfaits and fruit cups.

## Consumer Products

- **Coffee and Tea:** Whole bean and ground coffee (Starbucks and Seattle's Best Coffee brands), Starbucks VIA® Ready Brew, Starbucks® K-Cup® portion packs, Tazo® tea filterbags and tea latte concentrates.
- **Ready-to-Drink (RTD):** Starbucks® bottled Frappuccino® coffee drinks, Starbucks Discoveries® chilled cup coffees, Starbucks Doubleshot® espresso drinks, Starbucks Doubleshot® Energy+Coffee drinks; Seattle's Best Coffee® Iced Lattes, Starbucks Refreshers™ beverages, Tazo® bottled iced and juiced teas.
- **Starbucks® Ice Cream:** Super-premium coffee and coffee-free flavors.

## Brand Portfolio

Starbucks Coffee, Seattle's Best Coffee, Tazo Tea, Evolution Fresh, La Boulange and Torrefazione Italia Coffee.

## Investor Information

- Starbucks went public on June 26, 1992 at a price of \$17 per share (or \$0.53 per share, adjusted for subsequent stock splits) and closed trading that first day at \$21.50 per share.
- Starbucks was incorporated under the laws of the State of Washington, in Olympia, Washington, on Nov. 4, 1985.
- Starbucks Corporation's common stock is listed on NASDAQ, under the trading symbol SBUX.

## Being a Responsible Company

At Starbucks, we have always believed in the importance of building a great, enduring company that strikes a balance between profitability and a social conscience.

**Ethical Sourcing:** We take a holistic approach to ethically sourcing the highest quality coffee. This includes responsible purchasing practices, supporting farmer loans and forest conservation programs. When we buy coffee this way, it helps foster a better future for farmers and a more stable climate for the planet. It also helps create a long-term supply of the high-quality beans we've been carefully blending, roasting and packing fresh for more than 40 years.

**Environmental Stewardship:** We share our customers' commitment to the environment. And we believe in the importance of caring for our planet and encouraging others to do the same. It is our goal that by 2015, 100% of our cups will be reusable or recyclable. We will also work to significantly reduce our environmental footprint through energy and water conservation, recycling and green construction.

**Community Involvement:** From the neighborhoods where our stores are located to the ones where our coffee is grown – we believe in fostering thriving communities. Bringing people together, inspiring change and making a difference in people's lives – it's all part of being a good neighbor. By 2015, we hope to contribute one million volunteer hours each year to our communities.

## Website

[www.starbucks.com](http://www.starbucks.com)