



Starbucks Company Timeline

- 1971 Starbucks opens first store** in Seattle's Pike Place Market.
- 1982 Howard Schultz joins Starbucks** as director of retail operations and marketing. Starbucks begins providing coffee to fine restaurants and espresso bars.
- 1983 Howard travels to Italy**, where he's impressed with the popularity of espresso bars in Milan. He sees the potential to develop a similar coffeehouse culture in Seattle.
- 1984 Howard convinces the founders of Starbucks to test the coffeehouse concept** in downtown Seattle, where the first Starbucks® Caffè Latte is served. This successful experiment is the genesis for a company that Schultz founds in 1985.
- 1985 Howard founds Il Giornale**, offering brewed coffee and espresso beverages made from Starbucks® coffee beans.
- 1987 Il Giornale acquires Starbucks assets** with the backing of local investors and changes its name to Starbucks Corporation. Opens in Chicago and Vancouver, Canada.
Total stores*: 17
- 1988 Offers full health benefits** to eligible full- and part-time employees.
Total stores: 33
- 1989 Total stores:** 55
- 1990 Starbucks expands headquarters** in Seattle.
Total stores: 84
- 1991 Becomes the first privately owned U.S. company to offer a stock option program** that includes part-time employees.
Opens first licensed airport store at Seattle's Sea-Tac International Airport.
Total stores: 116
- 1992 Completes initial public offering (IPO)**, with common stock being traded on the NASDAQ National Market under the trading symbol SBUX.
Total stores: 165
- 1993 Opens roasting plant** in Kent, Wash.
Announces first two-for-one stock split.
Total stores: 272
- 1994 Opens first drive-thru location.**
Total stores: 425
- 1995 Begins serving Frappuccino® blended beverages.**
Introduces Starbucks® super-premium ice cream.
Announces second two-for-one stock split.
Opens roasting facility in York, Pa.
Total stores: 677

* All store counts reflect the end of the fiscal year for Starbucks, Seattle's Best Coffee, and Evolution Fresh retail stores.

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- 1996** Begins selling bottled Frappuccino® coffee drink through North American Coffee Partnership (Starbucks and Pepsi-Cola North America).
Opens stores in: Japan (first store outside of North America) and Singapore.
Total stores: 1,015
- 1997** Establishes the Starbucks Foundation.
Opens stores in: the Philippines.
Total stores: 1,412
- 1998** Extends the Starbucks brand into grocery channels across the U.S.
Launches Starbucks.com.
Opens stores in: England, Malaysia, New Zealand, Taiwan and Thailand.
Total stores: 1,886
- 1999** Acquires Tazo Tea.
Partners with Conservation International to promote sustainable coffee-growing practices.
Acquires Hear Music, a San Francisco–based music company.
Announces third two-for-one stock split.
Opens stores in: China, Kuwait, Lebanon and South Korea.
Total stores: 2,498
- 2000** **Howard Schultz** transitions to chairman and chief global strategist, **Orin Smith** promoted to president and chief executive officer.
Establishes licensing agreement with TransFair USA to sell Fairtrade certified coffee in U.S. and Canada.
Opens stores in: Australia, Bahrain, Hong Kong, Qatar, Saudi Arabia and United Arab Emirates.
Total stores: 3,501
- 2001** **Introduces ethical coffee-sourcing guidelines** developed in partnership with Conservation International.
Introduces the Starbucks Card.
Announces fourth two-for-one stock split.
Opens stores in: Austria, Scotland, Switzerland and Wales.
Total stores: 4,709
- 2002** **Establishes Starbucks Coffee Trading Company (SCTC)** in Lausanne, Switzerland.
Opens stores in: Germany, Greece, Indonesia, Mexico, Oman, Puerto Rico and Spain.
Total stores: 5,886
- 2003** **Acquires Seattle Coffee Company**, which includes Seattle’s Best Coffee and Torrefazione Italia coffee.
Opens roasting facilities in Carson Valley, Nev., and Amsterdam, Netherlands.
Opens stores in: Chile, Cyprus, Peru and Turkey.
Total stores: 7,225
- 2004** **Opens first Farmer Support Center** in San Jose, Costa Rica.
Releases *Ray Charles, Genius Loves Company* CD with Concord Records.
Introduces Starbucks Coffee Master Program.
Opens stores in: France and Northern Ireland.
Total stores: 8,569

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- 2005** Jim Donald becomes president and chief executive officer to replace retiring **Orin Smith**.
Acquires Ethos Water.
Announces fifth two-for-one stock split.
Opens stores in: Bahamas, Ireland and Jordan.
Total stores: 10,241
- 2006** **Launches the industry's first paper beverage cup containing post-consumer recycled fiber.**
Opens stores in: Brazil and Egypt.
Total stores: 12,440
- 2007** **Eliminates all artificial trans fat and makes 2 percent milk the new standard** for espresso beverages.
Opens stores in: Denmark, the Netherlands, Romania and Russia.
Total stores: 15,011
- 2008** **Chairman Howard Schultz returns as chief executive officer.**
Acquires Coffee Equipment Company and its Clover® brewing system.
Launches My Starbucks Idea, Starbucks first online community.
Launches Pike Place Roast™, which quickly becomes Starbucks top-selling coffee.
Opens stores in: Argentina, Belgium, Bulgaria, Czech Republic and Portugal.
Total stores: 16,680
- 2009** **Launches Starbucks VIA™ Ready Brew Coffee.**
Opens East Africa Farmer Support Center in Kigali, Rwanda.
Launches myStarbucks and Starbucks Card iPhone apps and Starbucks Card Mobile payment.
Opens stores in: Aruba and Poland.
Total stores: 16,635
- 2010** **Expands digital offerings for customers** with free unlimited Wi-Fi, Starbucks Digital Network.
Seattle's Best Coffee reinvents business strategy to extend brand's reach.
Expands coffee offerings with ultra-premium Starbucks Reserve™ line and Starbucks® Natural Fusions.
Opens stores in: El Salvador, Hungary and Sweden.
Total stores: 16,858
- 2011** **Celebrates 40th anniversary** with updated brand identity and month of global community service.
Launches Starbucks® K-Cups® portion packs.
Acquires Evolution Fresh.
Opens stores in: Guatemala.
Total stores: 17,003
- 2012** **Introduces Starbucks® Blonde Roast.**
Announces Verismo® system by Starbucks premium single-cup espresso machine.
Opens Farmer Support Center in Manizales, Colombia.
Acquires La Boulange® bakery brand to elevate core food offerings.
Launches Starbucks Refreshers™ beverage platform.
Opens stores in: Costa Rica, Curacao, Finland, Morocco and Norway.
Total stores: 17,651 (as of July 1, 2012)

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