



# Starbucks® Wellness Journey

Since opening its doors, Starbucks has offered customers the highest quality products – from coffee and tea to indulgent treats and a variety of whole some options. Starbucks dedication to this commitment is illustrated through the many steps in the company's journey to becoming a place to find balanced options, as Starbucks continues to find new ways to provide wholesome food and beverage selections for its customers and offer incentives for its partners (employees) that support an active lifestyle.

1971

Starbucks opens its first store in Seattle's Pike Place Market **offering brewed coffee and tea** – both sources of antioxidants in the American diet.

1998

Starbucks acquires Tazo LLC (Tazo® teas). Most of these revitalizing tea blends contain 0 calories, and 0 grams of sugar.



2004

Starbucks acquires **Ethos Water** and founds **Starbucks Foundation's Ethos Water Fund** to help alleviate the world water crisis.



Starbucks establishes **Thrive Wellness**, a corporate wellness program combining education, communication and active participation to help partners (employees) improve and maintain their health.

2006

Starbucks removes **artificial trans fat**.



**2% Milk** is the new standard in all U.S. stores, saving customers about 17 billion calories per year in the U.S. and Canada.

2008

**Nutritious breakfast items** like Starbucks Perfect Oatmeal are introduced with a focus on wholesome ingredients, protein and fiber.



**Skinny Lattes** take precedence on the menu board – with only 90 calories, 30% daily value calcium, 9g protein (Tall) – a tasty option with sugar-free syrup.

**Starbucks debuts portion-controlled items** like the Petite Vanilla Bean Scone at 140 calories in U.S. stores.



Starbucks introduces **hot Panini sandwiches** under 400 calories including the Chicken Santa Fe Panini, Roasted Tomatoes and Mozzarella Panini, Ham and Swiss Panini and Tuna Melt Panini.



1989

**Nonfat Milk** is introduced on the menu board.

Starbucks offers **full healthcare benefits** to eligible full- and part-time partners (employees).



**Soy milk** is made available in all U.S. stores. Those with lactose intolerance can now enjoy their favorite Starbucks beverage.

Starbucks introduces **Mocha Lite bottled Frappuccino®**, a creamy treat made of the one-of-a-kind taste of Starbucks® coffee, real milk and luscious, chocolate Mocha at one-third of the calories. Starbucks launches Vanilla Lite bottled Frappuccino in 2010.



**Yogurt parfaits and fruit salads** make a fresh debut.

**Beverage customization** is introduced as a way to personalize your beverage – and choose options for every lifestyle.



**Frappuccino® Light Blended Coffee beverages** are introduced. The 90 calorie (Tall) drink features 4g of protein.

Developed a system of **nutritional guardrails**, saving U.S. customers 15% fewer calories, 24% less fat, and 6% less saturated fat over time to date.



Starbucks revamps menu to offer more choices, including new yogurt parfaits and salads.

**All food items are free of artificial flavors, artificial dyes, artificial trans fats and High-fructose corn syrup (HFCS).**

Starbucks adds **portion controlled snacks** and **allergen-free options**

1988

1997

**Sugar-free syrup** with 0 calories and 0g fat is added to the existing line of syrup flavors.

1999

2003

2005

2007



**Vivanno™ Smoothies** in Orange Mango Banana and Banana Chocolate flavors launch.

2009

More announcements **coming soon!**

*This timeline is specific to the U.S.*